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THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

JULY 13, 1964 PRICE 40c

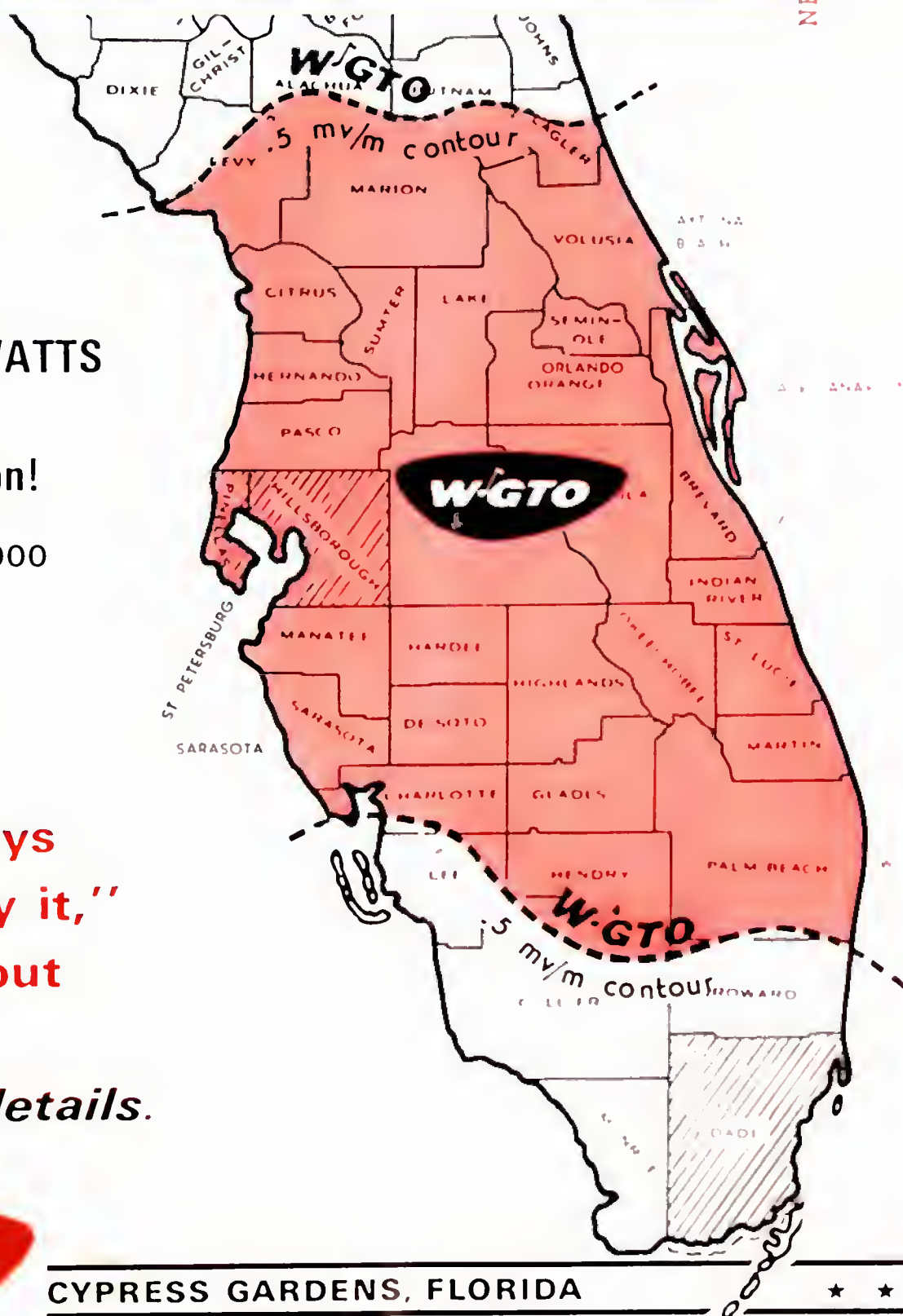
NEWSPAPER • NEWSPAPER • N

- Birth — the neglected \$50 billion market 29
- Automation: final step in media man's evolution . . . 42
- Radio audiences rise with summer temperatures . . . 48

W-GTO
40 KC 50,000 WATTS
 The most powerful
 combination in the Nation!

Serves and sells 2,500,000
 Florida residents with over
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 Plus . . . over 10,000,000
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When W-GTO says
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McCollough Front-Runner for NAB Post, As NAB Joint Board Goes into Session

Industry speculation gives veteran broadcaster inside track as NAB joint board meets to study situation; other "possibles" mentioned

Washington—With the NAB's 44th joint board going into emergency session in Chicago tomorrow (Tuesday), speculation continues to center on veteran broadcaster Clair R. McCollough as a successor to LeRoy Collins, who is departing the NAB presidency for a civil rights post. Reasons for recurrence of the McCollough name run something like this: He has long been influential in the NAB and currently heads the tv joint board; four years ago, prior to Collins appointment, he served as official head of NAB, and it is also rumored that McCollough might want to step off a highly successful business career with a post carrying the weight of the NAB presidency. At 61, he is president of the Steinman Stations which own and operate outlets in Lancaster and Bethlehem, Pa.; Tucson, Ariz., and Albuquerque, N.M. Other names, including Henry Cabot Lodge, have been bandied about in the

past week, but McCollough appears to have the inside track. Whether or not NAB's joint board will take immediate action is another matter. Announced reason for the Tuesday meeting was to decide how NAB will be run in the interim period until a new president is chosen.

The joint board has a number of options. It could install executive vice president Vincent T. Wasilewski as temporary head. It could turn operations over to its executive committee. Or it could name a successor to Collins on the spot, considered unlikely in most circles.

Stanton Chairs Advisory Commission on Information

Washington — Senate confirmation of CBS president Frank Stanton to be chairman of the U.S. Advisory Commission on Information last week was preceded by a warm eulogy from Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee. Said Magnuson, who does not pepper the pages of the Congressional Record with paeans of praise except on rare occasions: "I have known Dr. Frank Stanton for more than 25 years, and during that period he has proved to be an outstanding leader with foresight and determination and courage. His statesmanship has been demonstrated on many occasions. His willingness to meet problems head-on and his ability to analyze and articulate on the most complex issues has won him the respect of all those in and out of government." NAB leaders searching their souls for a sound decision on their own presidency must feel a bit wistful about that description.

Producers, Actors Agree on Contract

Hollywood — A last-minute agreement between the Screen Actors Guild and tv producers averted a strike and pointed the way toward labor harmony in the industry. The strike had been called for 12:01 a.m., Friday, July 10.

Basic issue in the dispute was residuals. Under the agreement approved by SAG's directors, actors will not only get a boost in their residual payments on re-runs of tv films in this country, but would also share for the first time in monies received from films sold abroad.

The contract has been set to run a minimum of three years but can be extended by mutual agreement. Also, a committee will be set up for continuing discussion of labor problems with an eye to avoiding future crisis bargaining.

Coyle Asks for International Meeting

New York—Donald W. Coyle, president of ABC International Tv, has urged the broadcasting industry in the United States to take the initiative in organizing a conference of broadcast leaders from all parts of the world to "map the new and expanded geography of television's exciting space age."

Speaking on the eve of the second anniversary of the launching of Telstar I (July 10, 1962), the ABC executive suggested that the meeting be held in the spring of 1965 at the New York World's Fair.

"Communications stand at the threshold of a great era of expansion," he declared. "The broadcasters of today can be compared to mariners in the age of exploration who mapped the world. Today, the frontiers of communications offer a similar challenge."

Coyle emphasized that representatives of every kind of broadcasting system—commercial, government or otherwise—be invited to the conference, including representatives from behind the Iron Curtain.

"Like the international geophysical year," he said, "a year spent in study of the new problems and possibilities of communications is clearly called for. This conference could herald the beginning of an international communications year."

Coyle further proposed that representatives of the three U.S. tv networks meet with representatives of overseas broadcasting organizations to give shape to the concept.

UHF Given 10 Markets

Washington—The FCC has decided to give UHF assignments to 10 cities in which applicants, both educational and commercial, are ready to go into action—and will hand out more as soon as possible in selected markets.

The commission says it is chancing the interim assignments to get the service moving, although it has not yet decided on a final UHF table of allocations for the country.

FCC hopes that when the over-all plan is decided, it will not have to disturb these early birds. In fact, the commission says it will make "every effort" not to disturb any bona fide UHF operation on these channels. But FCC will give no such promise of stability to assignments that have gone begging, or whose permittees have failed to construct.

Cities awarded the UHF assignments are: Boston; Charlottesville, Va.; Huntsville, Ala.; Tucson; Yakima, Wash.; Concord and Linville, N.C.; Fort Myers, Melbourne and Tampa-St. Petersburg, Fla.

CONTINUED ON NEXT PAGE

Commerce Approves Collins Nomination, Senators Tangle Before Vote Is Taken

A wrestling match precedes the 16-1 vote as Collins leaves his lucrative NAB presidency to head Community Relations Service

Washington—If wrestling on tv has fallen into disrepute, it might just become the vogue in the halls of Congress, judging by the match preceding the 16-1 confirmation of LeRoy Collins to head the Community Relations Service established under the civil rights act.

Collins, who is stepping down from his lucrative post as president of the National Assn. of Broadcasters, had been the target of Sen. Strom Thurmond last week during Commerce Committee hearings on his nomination (see Week in Washington). When the time came for a vote, a quorum was needed and Sen. Ralph Yarborough of Texas tried to persuade Sen. Thurmond to enter the hearing room. The South Carolina senator refused, and challenged Yarborough to a wrestling match to determine whether either would take part in the vote.

Sen. Thurmond proved the master, throwing his colleague to the floor and pinning him. The tussle continued until committee chairman Sen. Magnuson of Washington intervened, and the men entered the hearing room insisting they were good friends.

The vote was frankly taken and the nomination of former Gov. Collins was confirmed—with Sen. Thurmond casting the lone “nay” vote. The nomination must now go to the full Senate.

In commenting on the match, Col-

lins said, “I’ve been hoping for support from the Senate floor, but I wasn’t expecting that kind of support from that kind of floor.”

Collins will be taking a substantial drop in salary in his new post. The NAB position paid \$75,000 plus expenses. The federal post will pay \$26,000 to \$27,000. In leaving NAB, Collins received a \$60,000 settlement which he denied was achieved by White House intervention, despite trade reports to that effect.

As to aides in his civil rights berth, the former governor may well tap John Perry, a long-time associate both in his pre-NAB days and at the NAB. Perry left the NAB some time ago to go into private business.

Broadcasters To Get Political Questionnaire

Washington — While doing the worrying over Fairness Doctrine application, broadcasters must not forget that FCC wants a complete report on their political broadcast activities during 1964 primary and general election campaigns. The commission says it will be easier to answer forthcoming questionnaires if licensees will review previous questionnaires 1960 and 1962. They will serve guides on what will be expected of broadcasters this time in the way of record keeping.

FCC says normal record keeping will provide most of the answers, except for a required rundown on first time voluntarily offered by a station to candidates or their supporters.

As in 1960, network affiliates will tell their networks how much of the latter’s political programs were carried, whether sustaining or non-sustaining. Networks in turn will report to the FCC station clearances.

Quiet Thaw Ends Year-Long AM Freeze

FCC abandons much of its May, 1963, proposal, drops idea of quota table to limit AM station assignments

Washington — The quiet that greeted FCC’s announcement of an end to its year-long freeze on applications for new AMs and/or major changes, recently, was a sign of the changing times. In the days before saturation in radio—and in tv channels—was reached, end of an FCC “freeze” signalled a wild scramble for frequencies and much tearing of hair over new requirements.

But in this instance, the FCC abandoned a good deal of its original May, 1963, proposal. The commission dropped the idea of a quota table to limit AM assignments according to population. Instead, it will use the individual approach, under tightened engineering standards, known to the pros as a “go-no-go basis.” FCC also dropped its idea of banning new suburban AM stations from putting on more than a commission-specified signal strength over urban centers.

FCC dropped the controversial AM-FM ownership separation proposals, but will curtail duplicated programming by 50 percent within a year. There will be no bar to dual ownership of AM-FM in the same

community, although FCC would hope for separation eventually. Commission says it may deal with it in continuing study of revision of multiple ownership rules.

By Aug. 13, 1965, jointly owned AM-FM stations in cities over 100,000 population will cut program duplication to 50 percent of the broadcast week. Even in this proposal FCC says it will hear requests for individual waivers.

Generally, the new AM applications (but not those already pending) will have stricter engineering requirements to face. The tightening will permit further “moderate increase in number of daytime AM stations some years to come,” FCC says. This will be largely in areas with relatively few facilities today. FCC will ease overlap rules for “first” local AM service in certain communities and in “white area” situations. FCC hopes the new rules will prevent gradation of existing service, increase it where it is now lacking and make AM as interference-free as possible.

The freeze ends today (July 13); new rules are effective Aug. 13, 1965.

Teacher Wins Fight To Operate FM Station

Chicago—Radio station WXFM has won a major round in its five-year fight to hold its license. The station has just been advised that the FCC voted 4-0 to permit Mrs. Evelyn Schoonfield, a Detroit public school teacher, to operate the station.

The FCC investigation followed a challenge as to the character and ability of Mrs. Schoonfield to run the station after John Thompson, Reliable Packing Co., Chicago, filed a competing application.



puzzle:

Photo Synthesis

The Sales Managers of five Harrington, Richter & Parsons, Inc. offices Robert Gilbertson, Frank Dougherty, Frank Rice, Carter Knight and Richard Gardner representing, non-respectively, Boston, Chicago, St. Louis, Atlanta and San Francisco—were in New York recently conferring on WMAL-TV's beefed-up Straw Hat Bonus Plan.*

A photographer who snapped the group at the Top of the Fair restaurant was given the following information when he attempted to identify them: The St. Louis man is at one end of the picture. The Boston man shares a hotel room with Gilbertson. Dougherty is not from Atlanta. Rice is in the center between the Boston man and the Chicago man. There is nobody at Gardner's right. Dougherty, at the extreme left of the photo, plays gin rummy with the St. Louis man. Gilbertson is sitting immediately to the left of Gardner. Reading from left to right, who are the five men in the photo and what city does each represent? Address answers to Puzzle #104, WMAL-TV, Washington, D. C. 20008. Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014

**We've gone whole hog to offer you more in '64. From June 1 to August 31, WMAL-TV's new "Straw Hat Plan" gives clients more exposure for their TV dollars, an increased share of the important Washington viewing audience without extra cost. See any H-R & P salesman. (In Hollywood it's Byington Colvig. He's on vacation and couldn't make the scene at the Top of the Fair.)*

Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014

wmal-tv 

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RICHTER & PARSONS, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSA-TV and WSA, Harrisonburg, Va.



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WORLD'S FAIR AND
WASHINGTON, D.C., TOO

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- 29 **Youth — the neglected \$50 billion market**
Radio/tv, says one of the nation's most actively youth-oriented agencies, can lead clients who have courage to a treasure island
- 38 **Heavy use of tv to spark Mobil gas campaign**
\$3.5 million in network special events, plus some radio, used to attract male audiences to new High Energy Gasoline
- 40 **Tv straight man for cigars is an old lady**
American Tobacco Co.'s 20-second commercials spotlight curious little woman who asks questions and gets surprising answers

TIME/BUYING & SELLING

- 42 **Automation — final step in a media man's evolution**
EDP's "total function" concept will transform tomorrow's buyer into a communications expert wholly involved in the sponsor's ad campaign

TV MEDIA

- 44 **Making the whole greater than the parts**
Welding five stations into an interconnected tv network gives a western group the stature of a major three-state market

RADIO MEDIA

- 48 **Summertime is radio time**
When other ad media wilt with the heat, radio revs up with bigger audiences

DEPARTMENTS

Calendar	62	Publisher's Report	8
Changing Scene	52	Sponsor Scope	22
Friday at Five	3	Sponsor Spotlight	59
Inside Sponsor	10	Sponsor Week	15
Letters	10	Week in Washington	13

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Want women to see your product?



Come aboard WJW Radio's Mobile Showcase

**...IN A
CLASS BY
ITSELF...**



Special sales producing events at shopping centers



*Is your product big
as a boat?*



*You can have ample
display space!*



*High traffic displays at Home and
Flower, Boat and Camping Shows, Fairs*

Over 50,000 consumers will be attracted this summer and fall to WJW RADIO advertised products and services displayed in the MOBILE SHOWCASE at key Cleveland shopping centers

Your Katz representative or Jules Blum, General Sales Manager, has more information on how the WJW RADIO MOBILE MERCHANDISING SHOWCASE can serve you

LOS ANGELES
KGBS

PHILADELPHIA
W'IBG

CLEVELAND
W'JW

MIAMI
W'GBS

TOLEDO
W'SPD

DETROIT
W'JBA

NEW YORK
W'HS

MILWAUKEE
W'ITI-TI

CLEVELAND
W'JW-TI

ATLANTA
W'AGA-TI

TOLEDO
W'SPD-TI

DETROIT
W'JBA-TI

STORER
BROADCASTING COMPANY

WWDC^{radio} salutes Washington's finest



Soft-spoken C. William Martin, Jr. carries a big selling stick in the soft-drink field. Chairman of the Board of the Pepsi-Cola Bottling Company of Washington, D. C., he has trebled sales, jumped profits and put a lively sales force into the field to get the most bounce per ounce from his advertising dollar. This year his budget is ten times larger than in 1957 when he took over, with giant chunks going into saturation radio. WWDC is proud to have been a part of this sparkling Washington sales story. Our thanks to the Pepsi-Cola Bottling Company and its agency, Kal, Ehrlich and Merrick, for asking us to "think young" with them in selling Pepsi products in greater and greater quantities, year after year.

Represented nationally
by John Blair & Company



WWDC RADIO WASHINGTON D. C.

Publisher's Report



FCC, sounds and selections

■ THE FCC'S ACTION, by a four to three vote, overruling a staff recommendation to look into the commercial practices of several southern radio stations, comes as relief to practically all broadcasters.

This is good news for advertisers, too. When a station gets fogged up in reporting forms that the forms rate higher than the performances, then the whole station structure suffers.

Not long ago I visited one of the Florida stations that had been cited as a violator. I'm aware of the job that this station does in outstanding community service. I was surprised that it was one of the chosen few. When I studied the situation, and came to what I think is the root of the problem, I realized that it can happen to anyone. And anyone means any of 5000 commercial stations — no matter how good its service may be.

* * *

The FCC has issued its *Fairness Doctrine* primer, and none too soon. The many examples of FCC rulings on *Fairness* complaints grouped by categories, will go a long way toward smoothing troubled waters between now and November.

A year ago chairman Henry told me that he planned to set the project in motion. It doesn't give all the answers, but its usefulness will be easy to gauge. This primer may well serve as the prototype for a succession of other clarifiers that take much of the guesswork out of regulatory riddles.

* * *

I'm intrigued with the publicity that I read this week concerning a spot radio campaign for Shulton's Man-Power, a man's deodorant.

Never having heard the commercial, I can only imagine the effect of dramatic wordage punctuated by "abstract musical sounds."

As I hear it, the wordage will grow less and less as the campaign continues. After about 90 days, language will be extinct and only the abstract sounds will remain. By that time, however, it's expected that the sounds will clearly suggest that Man-Power is best.

If this one clicks, it's hard to imagine the commercial trend that will follow. When Joe Culligan was head of NBC Radio he popularized Imagery-Transfer. Now Shulton, and its agency, Wesley Associates, commercializes it.

But wild as commercials may become, there's one they'll never try. What can you make out of *dead silence*?

* * *

About the time you're reading this, the NAB Board, all 44, will be meeting at O'Hare Field, Chicago, to discuss a successor to president LeRoy Collins.

No doubt they'll approve an interim operation under capable executive vice president Vincent Wasilewski, appoint a Policy Board of three to keep policy matters moving and select a Nominations Committee to come up with some logical candidates.

This time I suggest that the Board decide exactly what it wants of the head man. Then find the figure who fits the cloth.

Norm Glenn



What makes a great salesman?

"You press the button, we do the rest" was more than a successful advertising slogan. It was the credo of George Eastman, the man who made America a nation of shutterbugs—and Kodak a household word. From the time he made his first photographic vacation trip (loaded down with seventy pounds of equipment) until the day he retired from the presidency of the Eastman Kodak Company, Eastman was fascinated with photography.

He created a small, light, easy-to-use camera and named it "Kodak"—because he liked the letter "K." With an associate, he devised the process of making negatives with celluloid instead of heavy, awkward glass. But, in addition to inventing and improving photographic equipment and processes, Eastman also was a born salesman. (As a schoolboy, he sold a homemade puzzle to a chum for ten cents and duly entered the profit in his first ledger.)

George Eastman attributed much of his success to a belief in extensive research and intensive advertising. Today, the Storer stations research the needs of their communities... then concentrate on answering these needs with interest-provoking, community-minded programming that turns more listeners and viewers into buyers. In Cleveland, Storer's great salesmen are WJW and WJW-TV, two important stations in an important market.



LOS ANGELES
KCBS

PHILADELPHIA
WIBG

CLEVELAND
WJW

NEW YORK
WNN

TOLEDO
WSPD

DETROIT
WJRA

MIAMI
WGBS

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

DETROIT
WJRA-TV



KID STUFF

HOW YOUNG IS YOUNG?

With all that has been published on the youth market over a long period of time, there seem to be as many answers as there are segments surveyed according to the needs of the researchers. But we were convinced, in the period of gathering material for the lead feature in this issue, that the youth market is remarkably greater than the parts of it that have been put on display in the past. As a total — from the pre-natal zero through the 19th year — the young people of our nation directly and indirectly influence the spending of family income in proportions that are almost unbelievable.

Before the first of this two part article was finished, it became apparent, also, that it would be difficult to keep the flood of material from becoming unwieldy because the influence of youth in the marketplace kept usurping (or at least occupying) territories that had previously been solely adult. What has been retained has been governed by the objectives (a) of delineating the market in broad perspectives, and (b) contributing some of the thinking and techniques developed by some specialists in the youth marketing field in the use of broadcast media.

That so few agencies have devoted themselves to specialization in the marketing of goods to, as well as for, the youth of America is a puzzle in light of the fact that there have long been clues to the size and value of the market in the fringes of research executed for the adult market. Many agencies, of course, perform near miracles in marketing to the young. But it is interesting that one agency, in this age of specialization, is totally specializing in the mighty "mite" market.

Sam Elber

LETTERS

Praise for Staffer

Sometimes in this business it's easy to overlook the pros. It would be difficult to overlook one in your shop named Barbara Love. The H&R computer story [SPONSOR, June 29] which she put together reflects a real measure of unusual ability, and I want you to know how personally impressed I am.

This entire subject is both complex and difficult, and Barbara's unique ability to dig out the facts in a very short period of time, digest them, and deliver a story that is accurate and makes sense as well, is a tribute to her and you.

We're all delighted, of course, with the treatment given our pioneering effort, and I would like to reiterate my personal thanks for your interest in this important venture. It is this sort of heads-up journalism that marks SPONSOR as a leadership publication.

MEL GROSSMAN

*Director of Promotion
H-R Television, Inc.
New York*

More Praise

I have just finished reading your article in this current issue of SPONSOR [June 29] entitled "H-R Leads Reps Into Computer Age," and I want to express to you my appreciation for writing this comprehensive article.

You have shown an amazing ability to grasp a very difficult subject with understanding and accuracy, and I extend my congratulations to you.

FRANK M. HEADLEY

*Chairman of the Board,
Treasurer
H-R Television, Inc.
New York*

Compliments Accuracy

On behalf of the entire Smith & Dorian organization I would like to thank you for the time and effort you spent, and wish to compliment you on the accuracy of the story and the quotations contained in the Sparkle article [SPONSOR, June 29].

Unfortunately past experience in articles of this type have resulted in mis-quotations and, more often than not, erroneous factual data and conclusions, therefore our compliments on your accuracy and my deep appreciation for putting this article together.

SHELDON J. KRAVITZ

*Executive Vice President
Smith & Dorian Inc.
New York*

Here's to Multiple Radio

Delighted to see more of the multiple radio approach, this time by Westinghouse Broadcasting [SPONSOR, June 8] showing that multiple radio stations offer television advertisers unduplicated reach, etc. against tv's low quintiles.

FM/Group Sales, Inc. has been pioneering this philosophy for the past three years with this slight difference:

We have been suggesting FM station-groups vs. AM radio in the top markets, and we take no little pride in that we have succeeded in gaining many of the top radio advertisers. [See SPONSOR, June 1.]

Radio needs all the pioneering it can get today, so again, hats off to the Radio Advertising Bureau and Group W for being No. 2 and No. 3.

ART SAKELSON

*President
FM Group Sales, Inc.
New York*

Video-Scope Coverage

I want to thank you for the excellent coverage of our Video-Scope Tv Commercial testing service.

As you know, the Video-Scope technique has received much publicity. I feel that your article in the June 22 edition of SPONSOR, however, has given the most complete coverage of the system thus far.

Thank you once again for an excellent job.

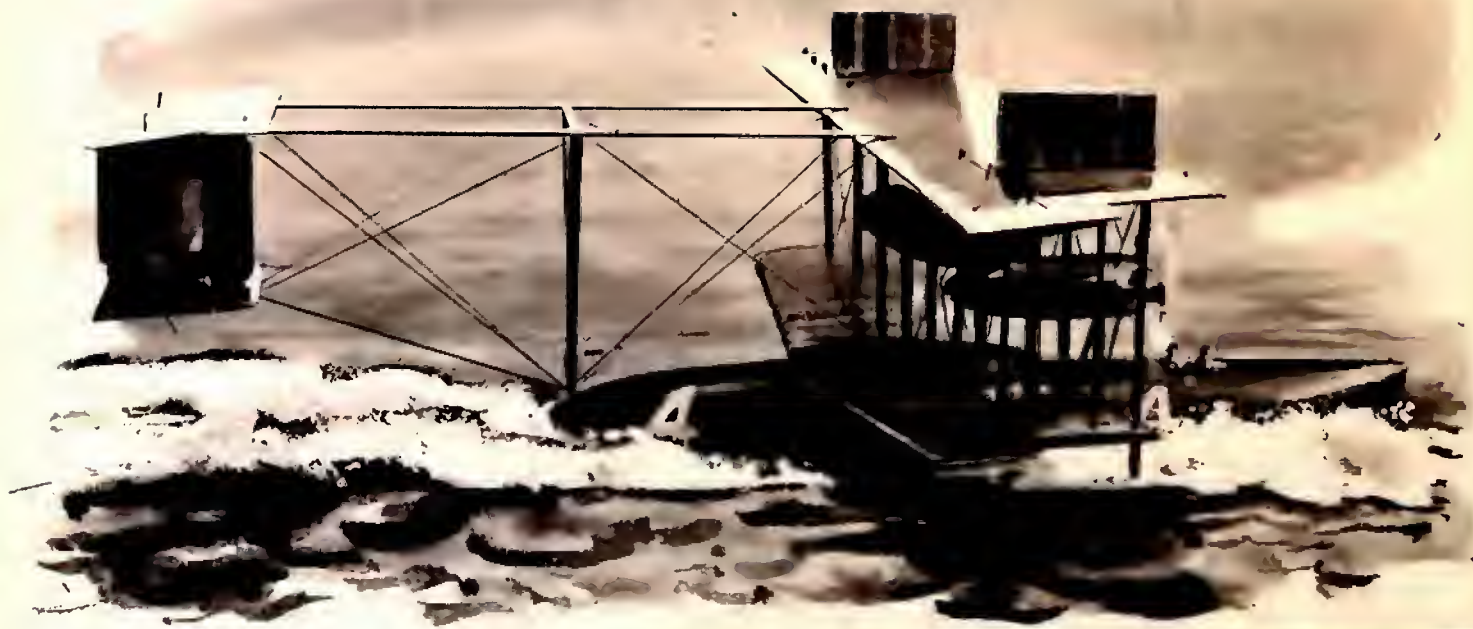
ROBERT E. SPINNER

*President
Marketscope Research Co., Inc.
New York*

If you lived in San Francisco...



...you'd be sold on KRON-TV



YOU MAY NEVER BE A SEAPLANE PIONEER*—

BUT... WKZO-TV Buoy Up Sales in Greater Western Michigan!

WKZO-TV MARKET
COVERAGE AREA • NCS '61



Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

From takeoff in the morning to touch-down at night, it's fair weather aloft for advertisers on WKZO-TV—seen by more viewers than any Michigan station outside Detroit. Here's how NSI (Nov., '63) logs it:

- 9 a.m. to noon, weekdays, high-flying WKZO-TV has 83% more viewers than Station "B."
- Noon to 3 p.m., weekdays, WKZO-TV glides across the screen of 25% more viewers than Station "B."
- 7:30 to 11 p.m., Sunday through Saturday, WKZO-TV lands in 24% more sets than does Station "B."

Let your hot pilot from Avery-Knodel tell you everything that's Roger about WKZO-TV! *And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

*In 1919, the U.S. Navy's NC-4 made the first Atlantic aircraft crossing.



The Feltzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
Far Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

July 10, 1964

By way of prelude to the great Cow Palace tv and broadcast extravaganza opening in San Francisco this week, the FCC last week tried to spell out the ways station licensees can deal with the rising floods of political and civil rights controversy under the Fairness Doctrine.

In the same week, Gov. LeRoy Collins left the NAB presidency and received the plaudits of the majority of the Senate Commerce Committee. The occasion was a hearing on Collins' appointment to be director of the Civil Rights Community Service, a new agency in the Commerce Department.

Broadcaster help will surely be involved in the attempts to forestall, by diplomacy, costly race discrimination wrangles at state and local levels. The round table conferences will be super-secret. Collins emphasized that under the law, neither the courts nor Congress can demand disclosure of what is said at these conferences.

Collins also had to take a two-hour, bitter tongue lashing from Sen. Strom Thurmond (D-S.C.) for the December, 1963, "buckboards of bigotry" speech in Columbia. Collins took both the committee praise and the Thurmond harangue in stride and immediately winged off on the first lap of a series of talks with governors of all states.

Also last week, FCC chairman E. William Henry told a New York broadcast editorializing conference how simple it is to live by principles of fairness. The broadcaster has only to accept the principle of fair play in presenting both sides of controversial issues, and details will take care of themselves.

Henry--and the new Fairness Doctrine primer--assure licensees that the commission will be satisfied if broadcasters make a "reasonable effort" to air both sides, to give attacked individuals a fair chance to answer and to make sure the opposing viewpoint of a paid controversial program is aired, even if the opposition can't afford a sponsor.

The FCC chairman's proposition sounded simple enough, although it was accompanied by a diatribe against the broadcaster who forgoes journalism, presumably for profit only. "Controversy may sell newspapers, but in this business it's the funny page that counts. Mr. Average Viewer will not consider buying your brand or brand X when an editorial has just made him apoplectic," is the venal viewpoint.

Still, observers here feel that some day Henry may learn that a concept goes across better when not accompanied by a punch in the nose for emphasis.

At the commission, the Fairness Doctrine primer reflects more uncertainty over broadcaster liability to handle individual situations. And so, without adding anything new, it spells out the right approaches in 10--no, 28--uneasy lessons. These detail FCC's past handling of controversy complaints

CONTINUED ON NEXT PAGE

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

on everything from health and diet programs to pay tv, from civil rights to nuclear test bans.

Among the cases and rulings are these handy hints on political repartee not covered by Sec. 315's "equal time" demands: Licensees are reminded that "reasonable opportunity" is all that is required when a controversial blast in a forum or editorial program concerns a political candidate.

The broadcaster can pick the time and spokesman and the program-slot for answering. Same goes for campaign contribution spots; when major parties schedule bipartisan spots, minor leaguers' similar demands will be met at the discretion of the station. In all instances, licensee must "encourage and implement" the airing of the opposing view. It is not enough to offer time on demand and forget it if the offer is not taken up.

Fairness means balance, too. FCC decided that a ratio of two broadcasts favoring a candidate, versus 20 lambasting him, was unfair in the case of the California gubernatorial campaign--where Nixon got the kudos and Brown the basting. FCC told the "Times-Mirror" in the 1962 ruling that Gov. Brown should have been given the opportunity for a spokesman to answer.

What about the public official's "Report to the People"? These may be bona fide, or they may contain political attacks or boost one side of a controversy. No one formula can be applied. FCC in its 1949 editorializing report decided the licensee would have to decide if some answering was needed.

Similarly--and the case in point involved civil rights--a round table discussion by public officials may need answering. The station airing a forum discussion favoring segregation said the talk urged "calm" and "legislative approach" and so was not controversial. FCC said one-sided discussion of a controversial issue can't be construed as only a "calming effort."

Pay tv is a controversial issue. FCC disagreed with a rather naive insistence by a licensee that pay tv was a non-controversial subject in his particular locality. The licensee had programed a series of presentations by network and public officials and legislators, predominantly slamming the subscription tv. Commission says the other side had to be presented, under the Fairness Doctrine.

In another pay tv case, FCC said full presentation of all sides in "other media" does not absolve the broadcaster from carrying both sides. This is flattering to the broadcaster, a tribute to the superior impact of his message. The FCC chairman pointed out in his Columbia University talk last week the dwindling number of newspapers left to inform the public. "The fundamental fairness of the broadcasting medium" is the one thing that makes the decline of the press tolerable, he said.

Communism, like cancer, would seem a safe area for one-sided attack. It isn't. FCC says the "method" of fighting communism touted by one station may be controversial, often brings complaints. Broadcaster can't take refuge in a lack of local answering communists--but must air other strategies, FCC wrote Tri-State Broadcasting in 1962.

Anello: 'Fairness Doctrine' Induces Conformity

NAB counsel tells editorial conference fairness, balance can't be legislated; says doctrine discourages free speech

Harriman, N.Y. — In a determined assault on the FCC's "fairness doctrine," NAB general counsel Douglas Anello declared, "Legislative and administrative efforts to assure fairness and balance are doomed to failure if only because, no matter how sincerely motivated, they create suspicions of censorship."

Addressing the second annual National Broadcast Editorial Conference last week, Anello said that fairness and balance can only come from a sense of responsibility "and this cannot be legislated."

Anello said, "It is frequently asserted that the Commission has rights over programing which might otherwise be inconsistent with the First Amendment because broadcasting is different. What isn't clear, however, is what are the differences that cause these people to think that the First Amendment should work out differently for broadcasting than it does for other media."

Anello explained that the "crux of the matter is that the supporters of controls over broadcasting ignore the fact that the First Amendment wasn't designed to protect the printing press, but rather to insure the full and free dissemination of ideas."

Has anyone suggested, the NAB counsel asked, "that the law regarding the second-class mailing privilege be revised to require fairness in matters of controversy because some newspapers may take extreme positions?"

No one denies the necessity for some regulation, Anello continued, "but the rationale for technocracy should not be used to extend control over program content."

Continuing his attack on the "fairness doctrine," Anello said that "fairness is a quality to be desired."

For this reason it should remain a moral obligation—never a

legal one. When the penalty for being unfair is threat of loss of license, there is a very real power over speech. When fairness is an end result that must be achieved at the licensee's peril, then a leverage is exercised by the government that tends to include conformity with certain pre-conceived ideas."

There is a basic inconsistency, Anello argued, in a "policy that encourages the voicing of controversy on the air while at the same time making it clear that the execution of fairness will be closely supervised. The mere idea of supervision in this area will discourage some broadcasters. Complex ground rules which some in authority would impose will discourage many more."



Anello, "suspicions of censorship"

Turning to equal time as demanded by the FCC for conflicting viewpoints, Anello pointed out that "all a broadcaster has to sell is time. If he can be forced to give time for the expression of a contrary point of view, isn't this comparable to the levy of damages for saying what you think?"

Political Endorsement Part of Editorializing, Says Straus

Harriman, N. Y. — Arguing that "the right to editorialize is followed quite logically by the right to make political endorsements," R. Peter Straus, president of WMCA New York and the Straus Broadcasting Group, in an address before the National Broadcast Editorial Conference declared, "In a democratic society, the ultimate solution is the ballot box. Since contests between candidates are really contests between their stands on issues, it follows that we do have the right to endorse candidates — or if the situation calls for it, to say 'a pox on all your houses.'"

By way of illustration, "Let's say that I, as a broadcaster, feel quite strongly about the need for fluoridating the city's water supply and

let's say one elected official is responsible for holding up fluoridation. It does little good to conduct a radio campaign for fluoridation if I cannot flatly call for the electoral defeat of the anti-fluoridation official."

With the "fairness doctrine" in effect now, Straus pointed out, "there should be no government control over what we say or how we say it. Libel and slander laws, the general rules of taste, pride in our research, accuracy and judgment and the interests of our audiences — these are the only limitations we should accept."

"There are enough FCC safeguards now against a station's misusing its editorial power," Straus, a pioneer in broadcast editorials, told his audience

ABC Radio to Launch 'Creative Commercial Workshop'

For a fee, network will make available staff of top talent to produce radio commercials, many by name entertainers

New York — In still another move to attract additional business to radio, the ABC Radio Network is in the process of forming a Creative Commercial Workshop, aimed at giving advertising agencies and their clients a helping hand in the preparation of radio commercials.

The plan was the brainchild of ABC Radio president Robert R. Pauley. In commenting on it, he said, "There is a great need for creativity in the area of radio commercials, and network radio

— with its ready access to top talent and with proper utilization of its programming people — is in an excellent position to provide valuable assistance in the area of commercial production."

Just a few weeks ago, ABC Radio commissioned an in-depth study on effective use of radio as an advertising medium by Daniel Yankelovich, Inc., independent marketing research firm.

Still in the blueprint stage (although the network is reportedly testing it on an advertiser), the

workshop would consist of a staff of top creative talent. For a fee advertisers who ask for the service will receive complete ABC Radio-produced commercials, many by name entertainers.

Pauley said he feels the need for such a service exists because many advertising agencies today are "unwilling or unable" to take advantage of radio's unique qualities via creative commercials.

"Who is better qualified to educate advertisers as to these unique qualities than the radio industry itself?" Pauley asked. "It is our responsibility to show advertisers that effective commercials can be produced exclusively for radio."

Stanton: Broadcast Crusade for Civil Rights Law



Stanton . . . "use 5000 voices"

Harriman, N.Y.—Calling on the nation's broadcasters to take the lead in supporting the new Civil Rights law, Dr. Frank Stanton, president of CBS, declared at the second annual National Broadcast Editorial Conference, "We of radio and television are at a phase of history in this century similar to that of the daily newspapers when slavery was a commanding issue."

"I suggest," the CBS president said, "that the broadcasters of America take this great moment in history and use their 5000 voices, heard on 156 million radio sets and 61 million television sets, in one mighty, continuing editorial crusade to make this law work; to

press the advantage its promising initial reception has given the forces of humanitarianism and freedom; to come forward with suggestions, approaches and methods to give the law effectiveness and to realize its towering advantages."

All day and all night broadcasters are in touch, one way or another, with virtually every man, woman and child in the land, Stanton said. "The broadcast editorial has direct access to 56 million television homes — almost 93 percent of all the homes in the country.

Forty-five million automobiles have radio sets. No one can do as much as we to stimulate progress in voluntary compliance to the new law in allaying passions, and in quieting misgivings." Stanton pointed out that broadcasters have advantages that the great crusading daily newspapers never had. "We can communicate our editorials to whole families. We can talk to teenagers, to children, to those who are at home and those who are not. We have their attention. We need only to make wise, effective use of it.

Broadcast Writing Dull, Pompous, Says McMillin

Harriman, N.Y. — Calling the general level of broadcast editorial writing "dull, pompous and confused," John E. McMillin, former editor of SPONSOR and currently an advertising and broadcast consultant, suggested that a good editorial is much like a well-constructed radio commercial which always "seems shorter to listeners" than poorly constructed ones.

McMillin explained to his audience at the National Broadcast Editorial Conference that there are four "clear cut functions" of a

broadcast editorial — to interest, explain, convince and stimulate to action.

"The biggest problem in editorializing today is not the 'fairness doctrine,'" he said. "It is not the need for more exhaustive research or a greater sense of responsibility."

The real problem, he said, "is simply one of sheer, horrible, wholly unnecessary dullness."

McMillin's continuing interest in broadcast editorializing is shown in a just-released report, "New Voice in a Democracy."



Montage of NAB ad kit contents

NAB Takes Self-Regulation Story To Public with New Ad Kit

Code Authority launches informational campaign based on comprehensive promotion mailed to 400 subscribers

Washington — The NAB Television Code Authority is urging subscribers to take the story of industry self-regulation to the public—and it's doing it via a comprehensive information kit (see illustrations). The kit, which lays heavy emphasis on the Code Seal of Good Practice, was mailed to 400 subscribers last week.

Code Authority director Howard L. Bell, who called for a public information program of this nature when he first took office in 1963, declared, "We believe it is of utmost importance to carry the story of the Code to the public and tell that positive steps it has taken on behalf of the American people."

He continued: "It is time that the efforts we have made toward effective self-regulation are explain-

ed so that the public will know that somebody other than the FCC—the industry itself—is concerned about television where problems exist that affect the public's interest."

The promotion kit consists of five animated spots for local broadcast, a variety of ads dealing with Code accomplishments and objectives, on-air scripts, a suggested tv editorial and other devices.

Armed with the material, stations will be telling local audiences how tv is keeping its house in order by limiting commercial time and prohibiting such things as attacks on religion, harmful toy advertising, hard liquor ads, endorsement of products by doctors and dentists.

Overall title for the campaign is "Zeal for the Seal."

Hiebert Sees Live Net Tv for Alaska by 1967

Anchorage Setting 1967, Alaska's centennial year, a big goal for live tv in Anchorage and Fairbanks, A. G. Hiebert, president of Northern Television, Inc., announced the purchase of an undisclosed number of shares in the Communications Satellite Corporation.

Citing the recent earthquake as costly to Northern Tv's operation, Hiebert, said "Quite frankly, we purchased just a modest amount of Comsat stock, mainly to show our good faith and confidence in this tremendous technical breakthrough and its many implications for enriching the lives of our Alaskan tv viewers."

Asked when he thought Comsat would be a reality for direct tv programming, Hiebert pointed out that the prospectus did not even show Alaska as having one of the initial receiving terminal stations, although Hawaii will be so equipped. However, it does not take much imagination to assume that Alaska, with its tremendous strategic position, would be fairly high on the priority list.

"The Alaskan centennial year (1967) is our objective," Hiebert said, "and we shall work toward that end."

Curtis Will Sponsor MBS Political Coverage

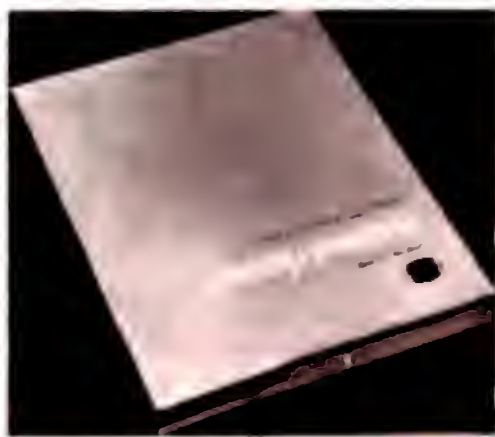
New York—Mutual Broadcasting System and Curtis Publishing Co. have made it official with the announcement that Curtis will sponsor Mutual's coverage of the national political conventions, the election and January's inauguration.

Known in trade circles for some time, Curtis will use the buy to promote both newsstand and subscription sales of the *Saturday Evening Post*.

A news task force of more than 100 will provide the manpower for Mutual's coverage of the political conventions in July and August.



Still of an animated spot in NAB kit.



NAB's ad and promotional kit

ABC Is Entering New Era of Radio Drama

'Theatre Five,' network's 1964-style radio drama series, gets immediate interest of 78 affiliated stations

New York — ABC is bringing back radio drama — 1964 style. After two years of planning and work, the network will launch *Theatre Five*, a series of five-day-a-week 25-minute dramas, today (July 13).

In commenting on the new dramatic venture, Robert R. Pauley, ABC Radio president, declared, "While our competition has been trying to revive drama via 1940 radio techniques and programs, ABC is taking a progressive step to introduce 1964 radio drama and techniques. We are innovating with radio, not reviving a ghost."

It was pointed out that of more than 300 stations queried, 78 affiliates indicated immediate interest. The others were waiting to hear the broadcast products and play them for potential advertisers. Under the arrangement, the programs would be sold locally with ABC receiving a share of the proceeds.

It works like this: The 78 stations carrying the show, so far, will pay ABC Radio the equivalent of each station's top-price, one-minute rate. They will then have local airing rights to the show and the right to sell the commercial availabilities in the show. These slots consist of a minute spot before and after the drama, and a middle-break for a pair of minute spots.

The show is actually a form of syndication, and is not the same thing as radio "co-op" shows of the 1940s and later. ABC Radio affiliates are being given "first-refusal" on the show, but where an ABC outlet declines the series it is being offered to other radio stations, network and independent, in the market. That it will receive a wide pickup eventually is something of which ABC is confident.

"Three pilot broadcasts were fed to ABC Radio's full line-up of stations within the past several days,"

Pauley said. "I expect many additional affiliates will go on to subscribe and sell *Theatre Five* locally as the result of hearing these sample broadcasts."

Executive producer Ed Byron pointed out that each 25-minute program will be a complete and independent story and that subject matters will vary greatly. "*Theatre Five* themes will run the gamut of dramatic suspense," he said, "with only one factor remaining constant. We demand modern, up-to-date radio fare from our authors."

Both the staff and many of the stars are radio drama veterans. The first show, "Hit and Run," a suspense drama about a vicious but influential hoodlum, will feature Cliff Carpenter, Leon Janney and David Korman. Later shows will also feature performers who cut their acting eye-teeth in radio.

Staffers, all veterans of radio drama, include Jack Wilson as story editor; Warren Somerville and Te Bell, directors, and Ed Blaney, sound effects chief. Author of the premier show is Robert Cenedella, novelist and radio-tv writer.

An original theme, "Fifth Dimension," has been composed by Alexander Vlas Datzenko. It will be played by the ABC Symphony Orchestra, which will supply background music for each of the programs in the series.

FC&B Acquires Danish Agency; Stebbins Agency Joins Wade

New York — Major U.S. advertising agencies continue to expand their overseas operations with Foote, Cone & Belding's announcement that it has signed agreements to acquire Balling Reklame Bureau A.S., Copenhagen, one of the 10 largest agencies in Denmark.

The Danish agency has annual billings of about \$1,750,000 and a staff of 47. It is believed that the new agency, dubbed F.C.B.-Balling, will be the first wholly-owned American agency to be represented in the Scandinavian markets. Danish personnel will be retained.

Among the clients of F.C.B.-Balling are: Corn Products, Danish Bacon, Federation of Danish Industries, Associated Life Insurance

Companies, the Danish Savings Banks, Fiat cars and tractors, Gram refrigerators and home freezers, Gulf Oil and Quaker Oats.

As part of its planned program of overseas expansion, FC&B last spring acquired an Italian agency, based in Milan, and expanded its Paris office to permit full service. The agency also has foreign offices in London, Frankfurt, Mexico City and Toronto.

In another move on the agency front, Wade Advertising, Inc. announced the merger of Barton A. Stebbins Advertising into its Los Angeles office. With Stebbins billings estimated at \$2 million, the merger brings Wade's total billings to about \$18 million.

Thomas Organ Sparks Spot Drive with Syndication Buys

Los Angeles — In what has been described as possibly one of the largest national spot buys in syndication history, the Thomas Organ Co., maker and nationwide distributor of organs for the home, has purchased two half-hour series for its fall sales campaign.

The multi-city deal involves an excess of 75 markets and calls for Thomas Organ to use *How To Marry a Millionaire* and *Me Without a Gun*, handled by National Telefilm Associates, Inc., in promotion with its local dealers.

TvB's Cash Sees Upsurge in Australian Ad Spending

on visit to familiarize ad men with U.S. tv selling concepts, Cash also cites burden caused by government edict that 50% of all programs must be Australian produced

New York — With the rapid growth of commercial tv, the continuing use of the United States as a "test market," and if advertisers exploit the opportunities available to them, Australian advertising revenues could hit the 500 million mark by 1970, according to Norman E. Cash, president of TvB.

Just returned from a trip to Melbourne and Sydney sponsored by Australian tv stations ATN and ISV, Cash predicted an even faster gain in advertising expenditures (currently about \$269 million) than the United States, pointing to rising standards of living in the country, more new products in the market and more need for new products as among the reasons.

Cash reported that Australian tv is thoroughly Americanized in the sense that many major U.S. ad agencies have offices down under and that most major U.S. advertisers are represented in the country. Among agencies with Australian affiliations are McCann-Erickson, J. Walter Thompson, Compton and Ted Bates. Among advertisers, Lever spends about \$1.9 million yearly, Colgate about \$1.5 million and Coca-Cola about \$600,000.

But for all the American influences, Australian tv has one serious problem in the form of a governmental edict which says that by 1965 all program material carried must be at least 50 percent Australian produced, placing a severe burden on the nation's talent resources. There are now 23 commercial tv stations on the air and 19 more will be added in the future. The new stations, Cash said, will be particularly hard-pressed to assemble the talent — news, programing and entertainment — necessary to comply with

the government's ruling. Currently, about 60 percent of Australian tv is imported, with the bulk of it coming from the United States, the remainder from the United Kingdom.

Cash pointed out that for years Australia has used United States as a "test market" to determine what products should be introduced. One result has been that on the basis of observing the U.S. experience, Australian tv has grown at a more rapid rate.

Purpose of the Cash visit was to familiarize Australian media executives with tv selling concepts in the United States (see Sponsor Week, June 22), and he reported large, enthusiastic audiences at all meetings.

American Tobacco Has Record 2nd Quarter

Company reports increase in domestic cigaret sales despite recent ad furor, Surgeon General's report

New York — Despite the furor over cigaret advertising, the Surgeon General's report on smoking as a health hazard and last week's Agriculture Department release indicating a drop in cigaret sales (see Sponsor Week, July 6), the American Tobacco Co. is not at all unhappy with its second quarter balance sheet: dollar sales and net income for the quarter will be the highest for any second quar-

ter in the entire company history.

Company president Robert B. Walker said that the increase in American Tobacco's domestic cigaret sales reflects gains by Pall Mall and Tareyton, plus the satisfactory introduction of Carlton, the new Montclair and the new Half and Half filter cigarettes. Lucky Strike sales were lower in keeping with the trend of the regular size nonfilter cigaret market. Walker added that the company's cigar and smoking tobacco sales continue to show increases.

In making the announcement, Walker was critical of month-to-month cigaret sales figures, calling them meaningless. As a case in point, he said that this May had two less shipping days, representing eight percent of gross volume, than May a year ago, and this will be reflected in government figures for May slated for issuance later this month. On the other hand, he said, this June had two more shipping days than June of last year.

He declared that because of this disparity, company policy is to announce by quarter, making for more meaningful comparisons.

TALKING IT UP — "DOWN UNDER"



an American talks television advertising with his Australian hosts. Left to right, J. H. Oswin, general manager of Australian tv station ATN, Norman E. Cash, president of U.S. TvB, Tony Gorden, Nestles, Australia; Darcy Fitzgerald, Fitzgerald Productions, Australia; B. Cormack, Hanson-Rubensohn McCann-Erickson, Australia

Ad Campaign, Promotion Activity Stepped Up for L.A. Debut of STV

Los Angeles — With D-Day in Los Angeles this Friday (Aug. 14 in San Francisco), Sylvester L. (Pat) Weaver continues his drive to win both subscribers and public support for his Subscription Television, Inc., via an additional newspaper ad campaign and the continuing announcement of new programming acquisitions.

Spurred by success of a newspaper campaign in early June which Weaver said lit up STV switchboards like Christmas trees, another series of full-page ads was run in Los Angeles, San Francisco, Santa Monica and Oakland last

week — this time with a coupon instead of a phone number. Speaking of the earlier campaign, Weaver said: "We received more than 3000 calls in Los Angeles and more than 2100 in San Francisco in two days."

Cooper Is Screen Gems VP; Harry Truman Series Sold

New York — The appointment of Jackie Cooper as vice president in charge of Screen Gems' West Coast operations was confirmed last week, and sales of the Harry Truman documentary series were announced.

Cooper, typical of the actor-turned-businessman breed, entered television in 1951 as an actor and director. He was the star of *The People's Choice* for three years and, in 1959, produced and starred in *Hennessey*.

Cooper's appointment was hailed by Jerome Hyams, executive vice president and general manager of Screen Gems, as in keeping with the company's stepped-up efforts to attract and acquire "the best young creative and executive talent available in the television industry today."

The Truman series, *Decision: The Conflicts of Harry S. Truman*, has been licensed to Wometco Enterprises, Inc., Newhouse Broadcasting Corp. and King Broadcasting Co. The series, consisting of 26 half-hour dramatic documentaries, covers the critical historical events in the Truman administration and will premiere Nov. 19.

\$1000 Political Broadcast Fine Levied

Washington—WHAS-TV Louisville, Ky., faces a \$1000 fine from the FCC for failing to identify a political sponsor during the 1963 Kentucky gubernatorial campaign. The program, called "The Chandler Years in Review," was discreetly credited to the "Committee for Good Government."

But a four-man FCC majority believes the real sponsor, Edward T. Breathitt, Chandler rival for the Democratic nomination for governor, should have stood up to be counted. Dissenting commissioners Hyde, Loevinger and Cox disapproved commission's "too casual handling" of the case.

Involved was the Zimmer-McClaskey-Lewis advertising agency of Louisville, which made the first contact for WHAS-TV time. The program, a political broadcast on "The True Story of What A. B. Chandler Has Done for, and to, Kentuckians" was produced and filmed in the WHAS studios. The agency was also serving as Breathitt-for-governor campaign headquarters.

Originally, the sponsorship was to be by "Business Friend for Breathitt," but the Chandler opponent's name was later dropped in favor of the "Committee for Good Government" and the transaction was concluded between station and agency on that basis. The program was announced and visually noted as a paid political telecast when aired.

The station protested that it did

And the announcement of program and talent acquisitions seem to be stepping-up with STV's impending debut. Latest are an off-Broadway production of "Hedda Gabler," starring Anne Meacham; Carol Channing in "Show Girl," a two-hour intimate revue; Chekhov's "A Country Scandal," starring Franchot Tone; "Glad Tidings," starring Tallulah Bankhead and Gian Carlo Menotti's music drama, "The Consul."

STV, which has had its problems getting off the ground, must still be tested by the voters in a November referendum in California.

right by Sec. 317, sponsorship identification, and that it had no direct dealings with or money from Breathitt. FCC held that when the licensee knows an agency is acting on behalf of a principal the latter's true identity must be aired.

The commission's "informal" handling of the case, and its refusal to give the station its requested oral argument for more complete sifting of the facts brought a lengthy written dissent from commissioners Loevinger and Cox.

Record Earnings for RCA

New York — Radio Corp. of America lists record earnings for the second quarter and first half of the year — and forecasts an equally bright future. Profits for the three months ended June 30 rose 32 percent, or \$16 million as compared with \$12.8 million in the second quarter of 1963.

For the six months ended June 30, the company reported a 2 percent boost in net earnings — \$37.6 million — as compared with \$29.4 million in the first six months of 1963.

It was noted that this was the 13th consecutive quarter in which RCA profits topped the figures of the previous year.

RCA also indicated that National Broadcasting Co. profits jumped 20 percent over those of the first half of 1963.



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SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

Auguring the second half of 1964

What are the problems, controversies and portents facing air media as 1964 swings into its second half? From SPONSOR SCOPE's probing of the field, these highlights:

Network tv: The perplexing area for top management is daytime. And you might say it's almost wholly economic. The audience keeps building. Program re-use value is relatively minor. ABC-TV has become a real factor in the distribution of business. The cost of operation — studio facilities, unions, lines — keeps escalating. Schedules are pretty well at the sell-out level. Yet, with the probable exception of CBS-TV, daytime is not profitable. The question that NBC-TV corporate planning, particularly, is now riding herd on: is the time propitious to adopt an across-the-board daytime increase? Another point of sensitive appraisal: piggybacks and multi-product integrated commercials. How far can the networks go in constricting their positions and number? A lot will depend on the business situation, according to the network pulse watchers.

Network radio: This medium's deep problem is one of inventory. Affiliated stations must be induced to part with more time — an almost impossibly hard nut to crack — or resort to the strategy of raising rates. Questions top management is wrestling with: (a) should the income from radio be treated as something marginal and (b) how profitable should the network be — \$2, 3, 4 or 5 million before taxes? Ironical side: it was not so long ago when the same top managements were beset with the nagging problem of keeping the losses down.

Spot tv: Consensus of outlook among "statesmen" reps on the piggyback flap: when the smoke clears away most stations will have ended up taking piggybacks in participating shows, exercising restrictions in prime time and adopting a "middle ground" in the application of premium rates. The nub of their reasoning: with so many piggybacks on the shelf, the economics of the business suggests compromise positions. An entire market can hold out, but not a station in the market. Another prospect: accelerated drift toward the Petry "P" Ratecard or the H-R "Grid" Ratecard, the type that prices each spot individually.

Spot radio: Most crucial need: arriving

at an audience measurement system that will be generally accepted by the buyers as serving as a basis for making a decision. The "statesmen" in seller ranks here are convinced they have a trend upward going for them and that the advent of a system that (a) is harnessed to today's radio and (b) actually works will explode the trend into a brilliant renaissance.

Soap advertising vs. sales formulas

As a media seller, you may have wondered what formulas the three soap giants apply in determining media advertising as against projected or anticipated sales. The ratio can only be charted in a relatively broad range, because P&G as the leader with an appreciably larger margin of sales will spend much less per case than its competitors. Incidentally, the giants, broadly speaking, apportion outlay this way: one-third, product and package; one-third, advertising; one-third, profit. A rule-of-thumb in media advertising allotment per case or percentage of factory sales, by product:

PRODUCT	MEDIA ALLOWANCE
Powdered detergents	65c to \$1
Liquid detergents	85c to \$1.50
Bar soap	\$2 to \$3
Shampoos	25 to 30% factory sales
Dentifrices	20 to 25% factory sales
Deodorants	30 to 35% factory sales
Hair sprays	35% factory sales
Shaving cream	20 to 25% factory sales
Hair conditioners	30 to 35% factory sales

Tailor the sell to youth market

There's a school of admen who think a lot of the radio commercials directed at the youth market are blunting effectiveness by blunderbussing. The core of their critique: (1) agencies are inclined too much to cutting corners in the application of the commercials to media buys, (2) the basic jingle may be all right for all audience levels but the remainder of the copy approach should be changed to conform to the audience you're trying to pinpoint — in this case the youth market — which also means adapting or rearranging the commercial to fit the mood of the programming. Put into the argot of the researchers: tying in the creative aspect with the demographic aspect of the audience.

NBC-TV passes CBS in daytime dollars

Something's happened at NBC-TV — or did in March — that must have this week given CBS-TV's sales department a stir. For the first time in many months NBC-TV's daytime (Monday through Friday) billings, as reported by TVB, ran ahead of CBS' in March. As far as NBC can recall, nothing special happened in March that should have reversed CBS' chronic daytime billings predominance. The daytime comparison for that month: ABC-TV, \$3,962,000; CBS-TV, \$8,466,000; NBC-TV, \$8,687,000. Meantime, NBC will likely be evaluating the ratings results accruing from the four changes in the daytime schedule made two weeks back, plus their impact on adjacent programs, to determine whether a daytime rate boost is in the cards. Say, around Jan. 1.

World Series outdoes Rose Bowl

For the first time in years the Rose Bowl this season ceased to be the hottest event in televised sports. That niche was taken over by one of the World Series games. (There, of course, was a pitcher by the name of Sandy Koufax.) Missing among the leaders this time was the Sugar Bowl. Nielsen has compiled a list of the "Top 10" sports programs for the 1963-64 season showing the top ratings scored by various sports series and the number of games in such series that qualified for inclusion in the "Top 10." Here's that roster:

EVENT	RATING	AVG HOMES	NO. QUALIFYING
World Series	39.5	20,260,000	Top of four games
Rose Bowl	34.5	17,750,000	
Cotton Bowl	27.3	14,000,000	
NFL Runners-up	23.5	12,060,000	
NFL Reg. Schedule	22.9	11,750,000	7 out of 15 games
Pro Bowl	22.2	11,390,000	
NCAA Football	19.6	10,050,000	2 out of 14
Sunday Sports Spec.	18.1	9,290,000	1 out of 17
Winter Olympics	17.4	8,930,000	3 out of 16
Kentucky Derby	16.9	8,670,000	

Note: NFL Championship game occurred during non-measured NFL week; hence not included.

Piggyback premiums on CBS-TV O&Os

CBS-TV O&Os have finally all come up with a formula for piggybacks as of Sept. 1. They'll limit their local programs to one piggyback per half hour, or just one of the three commercials limited to the half hour. Where an ID would

normally come back to back with a piggyback the ID will be bumped out. Each of the O&Os will charge a premium for piggybacks. In the case of WCBS-TV New York, 15 percent. Where the complexity may come in for spot users. Each O&O will make its own decision as to whether a minute announcement with more than one product constitutes either an integrated spot or a piggyback. In New York the same commercial could be tagged integrated and in St. Louis, Philadelphia or Chicago, a piggyback.

P&G amortizing pilots as "specials"

P&G is partially amortizing a couple of pilots brought in by Benton & Bowles but which couldn't pass muster for a series with the networks by running them off on a couple Saturday nights on NBC-TV in September. The half-hour pair: *Myrnalene* and *Hawk's Landing*. It's basically a bookkeeping thing. P&G advertising includes several brands to underwrite pieces of the pilots, plus time costs, and what's not underwritten is written off to investment. The probable brand participants: Secret, Crest, Tide. The first is loaded with introductory money and the other two are saturated with profits. Burnett will likely get the nod as agency of record, since Burnett's tv department head, Bill Melvain, doubles as chairman of the P&G program committee. Incidentally, General Foods unloads its non-series status pilots by slipping them in as summer filler.

No pension tap for tv golf

Buyers of golf telecasts needn't worry now that the price they pay will include a tithe for retired golf pros. The Professional Golfers Assn. has abandoned its proposal that television tournaments which use PGA members skim off a share of the rights money for a pension fund. The PGA's remaining tack: just let us sit in as advisors on tv deals so as to make sure a reasonable portion of the rights payment is plowed back into the tournament's prize money. Reported reason for the backtracking: the limited number of PGA members who do the tours felt that it wasn't fair to whack up anything from their labors among a horde of confined club and driving range pros. Incidentally rights costs have been on a spiraling course. For instance: within two years the PGA

CONTINUED ON NEXT PAGE

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

tournament went from \$15,000 to \$75,000 and the U.S. Open from \$25,000 to \$60,000. The Master, now at \$40,000, goes to \$100,000 in 1965 — if there's a taker.

Nets light on insurance accounts

The insurance field appears to be slowing down in resorting to network tv as more or less a prime medium. Only six companies, as of last week, have aligned themselves with the medium for the fall. In contrast, last year the roster numbered 14 national policywriters. TvB attributed joint time billings of \$16.4 million to them, as compared to \$15.7 million from that category in 1962. The field accounted for another \$7.3 million in spot tv during 1963 vs. \$5.1 million in '62. Following is where and how the tribe's committed for this fall:

COMPANY	NETWORK	PROGRAMING
Prudential	CBS-TV	20th Century
Institute Life Insurance	CBS-TV	Election returns
John Hancock	NBC-TV	Huntley-Brinkley
State Farm Mutual	NBC-TV	Jack Benny
Aetna	NBC-TV	Bowl games, tennis
Liberty Mutual	ABC-TV	Hunting & Fishing special
Allstate	ABC-TV	Wide World of Sports

P.S. ABC-TV reports it has a third one that can't be announced now.

Contac's \$350,000 into daytime

Menley & James isn't giving the cold remedy competition a chance to put in some solid tv lies against its delayed action Contac. In addition to nighttime network participations, and spot tv, Contac is invading the network daytime precincts via NBC-TV this fall with a total of 60 commercial minutes. Worth: about \$350,000. Another substantial NBC-TV daytime buy of the post week: Lehn & Fink, 60 minutes at around \$4000 a minute.

Network contracts baffle lawyers

One of the believe-it-or-nots of the network television business. Even at this late date, many millions of dollars in time commitments are carried through each season without an exchange of contractual signatures. Each successive year the network lawyers insist on inserting into contracts more rigorous and pervasive clauses. Agency

lawyers counter with their own clauses. The haggling goes on for months and very often the commitment has run its course without a contract formally being signed. And what is strangest of all is this: if a money dispute should later accrue from the unsigned transaction, the differences are worked out without resort to litigation. In other words, network and customer seem disposed to abide by the "customs of the trade" doctrine. To give you an idea of the complexity and length of these network contracts: CBS-TV's now runs to 20 pages, loaded with all sorts of indemnification clauses and whatnot. For contrast with other media: a magazine contract runs less than a half-page of print; newspapers, less than that.

Admen hail farm radio trends

Two trends in farm radio that bode a heightened interest in that phase of the medium, according to impressions gathered by SPONSOR SCOPE from agency men with agricultural, chemical, medicinal and machinery accounts: (1) the use of shorter, concise and more frequent programming: 5-, 10- and 15-minute segments spread over the day's schedule, instead of a rambling two-hour format; (2) farm directors and their associates are spending more service time, out in the field, organizing groups and streamlining their approach to the multiplicity of interests within their ken.

The saga of a colossus

If you've got a taste for nostalgia and have been around the business a long, long time, this recital should strike your fancy. It's a brief flight in contrast on the theme of last week's topping-out ceremonies for the 58-story CBS headquarters on New York's Avenue of the Americas, and the CBS that was when William S. Paley took the fledgling network over from the Columbia Phonograph Co. 36 years ago. The principal investors were Paley's father and uncle, the Levy brothers (Ike and Dr. Leon) and Jerry Lockheim, a Philadelphia utilities contractor. In the first year of operation the network billed around \$400,000. In addition to the phonograph company itself the accounts were Majestic Radio, Ceco and the Paley-owned Congress Cigar Co. The investors eyed the successive balance sheets and wondered,

as Ike Levy used to tell it in later years, how long they'd have to go on chipping in for the losses. The network's headquarters was then located on a couple floors in the Paramount Theatre tower on Broadway, with a total 20 to 25 employees. (Lone survivor is Lawrence Lowman, now concerned with labor; and he's due to retire in February). Now the contrast. CBS last year took in \$425,000,000 from broadcast and program sales—this covering the two networks and the O&Os. As for the CBS-constructed new headquarters, building, ground and furnishings will represent a total investment of \$40,000,000.

Likely 15 leaders in spot radio

A SPONSOR SCOPE check with key reps and the RAB would indicate that when the roster of active spot radio accounts is drawn up for the first half of 1964 the following will have a strong stake among the top 15 spenders: General Motors, R. J. Reynolds, Ford, Chrysler, American Tobacco, Esso, AT&T operating companies, Anheuser-Busch, Ballantine, Firestone, Carling, Eastern Airlines, Campbell Soup, American Oil, Lorillard. P.S.: The RAB will have available this week a dollar estimate by advertisers of spot expenditures for the initial quarter of 1964.

Commentators carry ball Nov. 3

You can figure the November election returns as one instance where the three tv networks' competitive position will have to stand solely on the personality pull of each one's commentators, or anchormen. With nobody having the advantage of flashing the results first, the burden of edging out the other networks on over-all rating will revolve around Walter Cronkite vs. Huntley-Brinkley vs. Howard Smith-Edward Morgan. The end figure could turn out surprisingly close.

Hourly tv usage spurts over '63

For trend-spotting of over-all viewing, April makes a good month. Hence there's a bright omen in the fact that viewing levels by hour of the day and night this April were consistently ahead of the same month in 1963. The margin between the

two periods can't be attributed entirely to added tv homes. The increased percentages, in general, of hourly average audience are greater than the increased percentage of tv homes over the two years. The incontestable point here—there's been anything but a driftaway of viewing these past two years, regardless of what the alarmists have been saying about the level of programming. For documentation, note this three-year hourly comparison of average per minute home tv usage as culled from Nielsen

TIME	APRIL, 1962	APRIL, 1963	APRIL, 1964
9-10 a.m.	6,321,000	6,524,000	8,110,000
10-11 a.m.	7,154,000	6,972,000	8,730,000
11-12 a.m.	8,869,000	8,715,000	10,210,000
12-1 p.m.	11,319,000	11,504,000	13,080,000
1-2 p.m.	11,025,000	11,202,000	13,180,000
2-3 p.m.	9,996,000	10,001,000	12,980,000
3-4 p.m.	10,045,000	10,109,000	12,980,000
4-5 p.m.	11,711,000	12,350,000	14,880,000
5-6 p.m.	14,210,000	14,043,000	17,180,000
6-7 p.m.	18,963,000	18,177,000	21,490,000
7-8 p.m.	25,676,000	24,651,000	27,650,000
8-9 p.m.	30,037,000	30,527,000	32,220,000
9-10 p.m.	30,625,000	30,976,000	32,270,000
10-11 p.m.	25,235,000	25,149,000	26,730,000

The switch is from MW&S

The \$1.5 million chunk of the First National City Bank account which LaRoche is getting comes from Mogul Williams & Saylor. It's the national campaign, and not the New York City campaign, which remains with BBDO. MW&S will continue to handle the bank's trust campaign. The national campaign, it's interesting to note, does not use tv. The city campaign rates as a tv pioneer among the N.Y.C. banking fraternity.

CBS-TV culture down to a trickle

They won't need a computer at CBS-TV this coming season to calculate the revenue from cultural programming. At the moment the mill on the culture side isn't grinding much. About the only thing cooking is the perennial sale of the Young Peoples Concert series (four) to Shell Figures, \$800,000 to \$900,000. CBS-TV had been considering a culture series from an outside supplier but that's been forgotten. It all sums up as a sharp dip from, say, four seasons ago when the medium glowed with cultural programming support from the automotives and the giant chemicals.

RCA transistorized audio



Monaural Cartridge Tape System . . . RT-17

With silent, automatic operation, compact, distinctive styling and high quality sound reproduction. Three cue tones include a "trip cue" for automatically triggering other equipments capable of being remotely started (in both this and the RT-37 stereo system). Remote control recording and playback.

Stereo Cartridge Tape System . . . RT-37

Has all the convenient record/playback features of RT-17. Handles voice and music with unmatched realism. Adds new stereo believability to recorded material. Provides remote control recording and playback.

Get all the facts about the RCA line of transistorized audio tape recorders. Call your RCA Representative. Or write RCA Broadcast and Television Equipment Department, Building 15-5, Camden, N.J.

tape recorders STEREO --- MONAURAL



Multiple Cartridge Playback System... RT-8

handling quantities of tapes. Can be operated manually, sequentially, or by pulses supplied from an automation system. Each unit houses four plug-in cartridge decks which can be stacked in systems of 8-12-16 or more units. A random trip cue feature is optional.

Professional Audio Recorder... RT-21

Quality to meet the most critical requirements. Also simplified operating features. Variable speed control for quick cueing of tapes, an optional fourth head for a playback use, rugged construction for smooth recording and braking. Console, portable, or rack mounting stereo or monaural.



The Most Trusted Name in Radio



how do you fit a walrus into a water bucket?

You can! . . . if you're willing to settle for the tip of his flipper. Like ranking TV markets. You can take a small part of the market by using the metro approach . . . but if you want the whole walrus, you've got to rank by total market! Point! More than 80% of the Charlotte WBTV Market is located outside the metro area, and the Charlotte TV Market contains 550,000 TV homes . . . ranking 22nd in the nation . . . 1st in the Southeast!* Come on in . . . the water's fine. You'll flip over our walrus-size coverage area!

* 1964 Sales Management Survey of Television Markets

WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

YOUTH-- the neglected \$50 billion market

Radio/tv, says one of the nation's most actively youth-oriented agencies, can lead clients who have courage to a treasure island

IN ALL ADVERTISING HISTORY no two groups of statistics have changed so dramatically as have those involving the growth rate in the past decade of both television and the number of young people in the United States.

Social science statisticians see the under-25-years-of-age population of this country reaching 40 percent of the total before the end of 1965, and 50 percent

shortly thereafter. The 22 million youngsters between the ages of 13 and 19 today will increase 30 percent in that time, while the total population growth rate will be only 8 percent. The 25 to 39 age group is actually expected to drop 2 percent.

With a first child being born mostly to mothers under the age of 25, and the rising percentage of teenage wives with



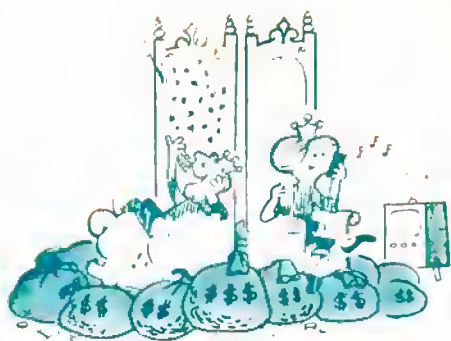


TABLE I — THE YOUTH MARKET

Age	Boys	Girls
Under 5 years old	10,554,000	10,168,000
5 to 9 years	10,171,000	9,841,000
10 to 14 years	9,153,000	8,848,000
15 to 19 years	7,748,000	7,663,000
Totals	37,626,000	36,520,000

two or more children — they gave birth to one out of seven babies born in 1962 — we find a perhaps strange but wonderful new market. New because it has been paralleling television's growth and emerging in every village and city, nook and cranny.

More, but still too few, advertisers are approaching the youth market with an intense, growing interest in capitalizing on its exploding potential. Sprouting in the advertisers' own backyards, thriving in spite of advertising's neglect, the youth market's clamor for some of the attention being lavished on the adult consumer is at last being heard.

What broadcast advertising currently does exist in the reach for the mighty "mite" market is principally in the strong push behind toy products. So acute has this new awareness become, it has even led to a code designed to contain

the enthusiasm of both client and agency creative people.

Today, an estimated 74 million — ages zero through 19 — are in this market, one third of the total U. S. population. In dollars, at least \$50 billion is spent annually for them or by them on everything from toys to clothing, food and even cars. Some of our most astute youth marketers and agency men consider the figure a very conservative one.

By 1980, the total youth segment of the population will have increased by 46 percent. By that time, marketers should automatically have gains of from one-third to one-half more business volume. But, in the view of Melvin Helitzer, president of Helitzer, Waring & Wayne, New York advertising agency, the real planners will double or triple their current normal share of business.

Helitzer's agency is likely the

first in the country (and perhaps in the world) to specialize solely in the youth market. Just 15 months ago the agency opened new Madison Avenue doors with a staff of children's marketing, advertising and merchandising specialists to explore and develop advertising for children.

"The youth market is a bet we're not missing, and we don't want our clients to, either," says Helitzer. He also suggests that general product advertisers — food and drug companies, the car and insurance companies — can advertise as well as productively to youngsters as can the makers of candies, games, toys and games.

Matching youth's marketing patterns and needs to television is a difficult assignment for an agency media department, and one which demands close-in knowledge. In the second article of this two-part feature, SPONSOR will high-



That parents and grandparents spend money indulgently on youngsters was implicit in the campaign launched on the NBC-TV "Tonight Show," with Johnny Carson pitching holiday game gifts for Milton Bradley Co.



Captain Kangaroo, well known and loved by the nation's boys and girls teamed last fall with Mr. Moose on the popular CBS-TV show to sell youngsters on Borden Foods Co.'s Instant Dutch Chocolate.



omper Room has been a tv institution for enough years to be teaching soon the children of the tot audiences it reached 12 years ago

ght some of the philosophies and methods used by HW&W.

If Mel Helitzer is right in believing that it's in the broad general product and service areas — the foods, the drugs and toiletries, the cameras and insurance — that admen can drive up the

peaks in their client's sales curves, how?

Here's a closer look at that market today:

The latest available estimates from the U. S. government indicate there are 74,146,000 youngsters in America from the age of

zero to 19. Girls and boys are about evenly divided (A breakdown of the market by sex and age, is shown in Table 1.)

And the market in 15 years?

Government predictions indicate this total will grow to 78,563,000 in 1965, then zoom upward in



Walt Disney, shown with his model of the "Tower of the Four Winds" designed for the Pepsi-Cola Co. site at the World's Fair, has been proving for years the power of tv to reach and sell kids of all ages



Leading the line of new doll and toy fashions last fall was Trexsy — a doll with hair that can be grown or shortened with the turn of a magic key. Trexsy tv commercials proved that kids influenced buys for dolls



More than 50,000 preschool-age youngsters attended Birthday House video-taping of the WNBC-TV show, starring Paul Tripp, at the Palisades Amusement Park in New Jersey. Parents who brought them know the influence of kids.

1970 to 86,434,000, to 96,221,000 in 1975 and to 108,197,000 in 1980.

The youth market includes, by generally accepted definition, all youngsters from the pre-natal stage through the age of 19. The bulk-up takes place in the zero to 14 years range, accounting for some 59 million. Another 15 million are in the 15 to 19 range.

Tastes, needs and patterns vary from age to age, of course. Marketers tend to apply similar projections of activities, habits and needs in these ranges: under 5 years old, 5 through 9 years, 10 to 14 years and 15 through 19 years. The group from 10 to 19 is the one which has the most money of its own to spend, and the most money spent on it. These youngsters total some 30 million, about evenly divided between boys and girls.

The members of the teenage population — now being referred to as “the aristocrats of the market place” — wield a staggering purchasing power and are anything but frugal. Without either historic or sensory relationship to the depression years, teenagers are totally of and by our affluent society.

Because they represent the most lucrative potential for advertisers, SPONSOR details their profiles.

The Teenage Boy. There are some 13 million male youngsters in the United States from 13 through 19 years of age. Because re-

search on a national basis has, to date, been limited, specific data — hard to come by — are found mainly in special-interest media files, but disclose enough information to show trends and patterns of influence that this group exerts on marketing and merchandising.

One survey shows that the average teenage boy, for example, spends about \$8 for a pair of shoes and buys 4.4 pairs per year for an annual estimated total of \$35.20. Projected to 13 million such boys, this figure reaches an impressive \$457 million that is spent on shoes alone.

In another survey which measured the clothing purchases of boys between the ages of 13 through 17, (diminishing the shoe-survey age span by one third) it was found that between 20 and 30 percent of all male clothing purchased went to boys in that four-year bracket.

That there is a measurable difference between the city boy and his country cousin is obvious in figures disclosing that the farm boy, in his teens, with an unusually high income, spends far less for clothing than his urban or suburban counterpart. The farm youth, with a personal income of \$1140 each year, spends only \$114.72 on clothing and up to only \$72.17 a year on such incidental items as sporting equipment, photography, books, luggage, radios, rec-



ords, pens and the like — undoubtedly a low figure in contrast to his city cousin.

Wearing apparel expenditures for boys, in another market research report, show some interesting contrasts between the boy from 6 to 12 years of age and his 13- to 20-year-old brother, though the statistics may not be surprising to marketers (see Table 2.)

Items which are unusually promotable among teenage boys range over a broad gamut from pop records to cars. Many boys in their teens, who have a sizable personal income through working, are ripe for advertising messages for radios, tape recorders, portable television sets, cameras, sports equipment, hobbies, clothing and toiletries.

Some of the personal income spending patterns between boys and girls also contrast strongly. Research in the laundry industry disclosed this with a breakdown of the average spent by teen boys:

For every dollar spent, 23 cents goes for school lunches; 11 cents sports; 10 cents, dates; 9 cents movies; 9 cents, records; 9 cents snacks; 7 cents, savings; 7 cents clothing; 6 cents, school supplies; 5 cents, reading materials; 4 cents cars and gasoline; 4 cents, mis-

TABLE 2 — AVERAGE EXPENDITURES — BOYS CLOTHING

Item	Average Cost	
	6-12 Years Old	13-20 Years Old
Sweater	\$ 2.70	\$ 5.85
Outer jacket	6.85	9.30
Dress shirt	2.10	3.25
Sports shirt	1.35	2.40
Suit	12.00	33.00
Slacks	3.30	4.35



ellaneous; 3 cents, hobbies; 2 cents, grooming.

Such statistics, projected, are beginning to press an awareness on advertisers that they have been omitting basic appeals to this influential group of youngsters.

Compare this breakdown with that on girls on this page.

The Teenage Girl. Her profile is similar largely because she too is a free-thinker, independent, has her own income and influences the pulls on the family pursestrings. She's an enigma to merchandisers and retailers as well as to her parents.

Emerging from the analysis of available quantitative and qualitative data is this general pattern: in numbers there are approximately 12 million teenage girls, and their importance is magnified by two facts: (1) girls have their own money and (2) they influence family purchasing.

Most teenage girls have an allowance from their parents and or money earned from baby sitting, clerking, etc. Projecting their weekly income, which one survey records as \$9.53, shows a total of \$8.4 billion a year by the end of 1965. This, says HW&W's Helitzer, is a "pure" money figure inasmuch as it is the

girl's to spend exactly as she pleases.

What does she do with this money?

She spends an average of \$300 a year on clothes for a national total of some \$3.5 billion in apparel and accessories. Her 5.4 pairs of shoes, which cost an average of \$6.50 per pair, accrue to an annual total of some \$418 million.

One of the non-duplicated product categories between teenage boys and girls is cosmetics. Girls spend some \$360 million a year for beauty products, a figure carefully eyed by cosmetics manufacturers. In one youth market survey it was noted that the dollars spent on cosmetics and personal attire by teenage girls account for about 20 percent of these categories in the U. S. market. The importance of this figure is particularly evident when it is realized that these teenage girls make up only about 10 percent of the nation's female population.

Although they can't be considered typical, more than a few teenage girls enjoy high living and considerable luxury. While less than \$10 was the average weekly income for the teenage girl, some

enjoyed a weekly income of \$50 in 1962, and two years earlier, according to records — 565,000 of them owned cars.

How else does the teenage girl spend her money?

In the same study that broke down the dollar division of spending by boys, it was learned that out of every \$1 spent by girls, 21 cents goes for school lunches; 19 cents, clothing and jewelry; 9 cents, savings; 9 cents, movies and records; 8 cents, school supplies; 8 cents, miscellaneous; 7 cents, grooming; 6 cents, reading material; 6 cents, sports; 5 cents, snacks; 2 cents, hobbies.

The disposable income becomes more significant, says Mel Helitzer, "because the youth's disposable income dollar is a full dollar, free and clear and devoid of the claims made on adult dollars."

While there are some other figures which conflict with these personal teen income figures, the pattern of a free flow of money — frequently in sizable amounts — is obvious for a large percentage of the youngsters in this country.

For example, even in a survey which shows the median income for girls from 13 to 19 years of age, as \$2.82 per week — with



the average \$5.63 — 6.1 percent of that sample have their own department store charge accounts.

A Census Bureau analysis has shown that 8.4 million teenagers 14 to 19 years of age reported earnings during 1962 with a median income of \$401 for boys and \$385 for girls. While summer jobs were the source of earnings for 90 percent of them, full time working teenagers recorded a median income of \$2500 per year.

Two years ago, a scholastic magazine study among boys and girls (from 12 to 18 years old) showed that almost half — 49.3 percent — have a regular allowance. Almost half — 47.6 percent — earn money at part-time jobs out of the home and another 17.5 percent get money for working in their own homes. One in three (32.9 percent) said they get "odd amounts" of money from their parents from time to time.

Nor can the astute marketer overlook the rising educational level of young people. The national campaign against school drop-outs is having a clear effect on these statistics. Compared to under 50 percent of all adults today who have finished high school, 60 percent of all our 18- and 19-year-olds have graduated from high school and the effect on the sophistication of teen tastes is sharp.

The Younger Child. Although teens account for the larger expenditure in the youth market, young children have a major voice in product selection and consumer spending. They have a direct influence on items given to them on holidays and birthdays as well as on products and services used during the entire year. The market is flooded with child-oriented items, from pre-nata

Teenagers take to television

■ TEENAGERS — that special "in-between" group that is usually treated as a segment of the overall children's market — have long been thought unreachable via network tv at least in practical terms.

Not so, according to an NBC Television study which reports

these vitally important facets of the diamond lode:

- Of the 192 million total U.S. population, about 25 million are teenagers. While tv's penetration of all Americans is about 93 percent, its penetration of teenagers is a lot stronger — 98 percent.

- Greatest amount of teenage viewing is done between 7:30 and 11 p.m. (EST) all nights of the week, with virtually the entire teenage market (97 percent) checking tv at least once during the seven days.

On the average day (between 7:30 and 11 p.m.), 59 percent of all teenagers are reached by television.

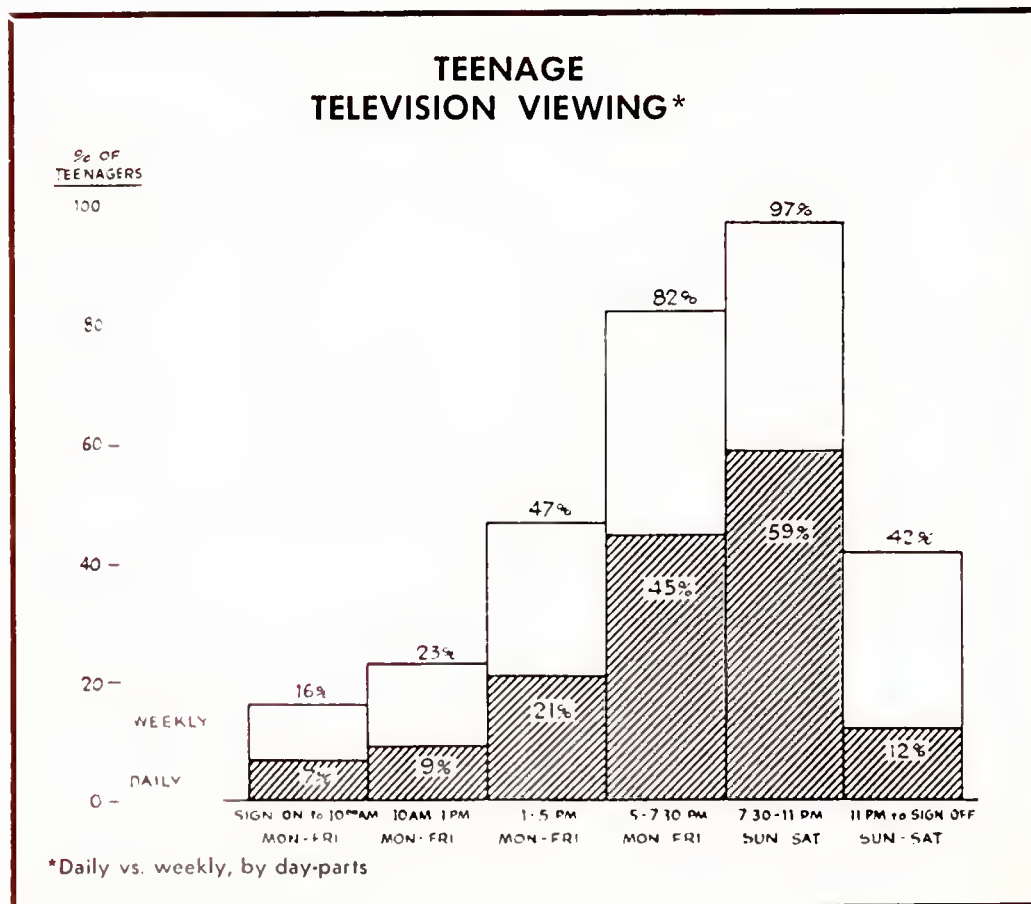
Which are the very best half hours for reaching this free-spending group of viewers?

The top three half-hours all lie between 8:30 and 10 p.m., Sunday through Saturday. Over the full week, they reach 88 to 91 percent of the total teen market. For an average day, they reach 43 to 45 percent.

Next best are the "adjacencies" to the Mr. Big period — the 7:30-8:30 p.m. time slot and the 10-11 p.m. bracket.

Trailing are the non-network half-hours between 5:30 and 7:30 p.m. Even so, they deliver nearly 60 percent each of the total teenage audience in the course of a week.

The greatest single half-hour for teenage viewing is from 9 to 9:30 p.m., delivering half the market on an average day and a giant 90 percent of it in a week.



choices such as furniture, layettes, clothing and accessories, to toys which are in demand before the youngsters move into their teens. Apparel, records, books, games and foods all sell steadily throughout the full 12 months of the year.

The stakes in marketing and advertising successfully within this framework are obviously large.

It is of course logical for advertisers, painfully aware of the intensified competitive advertising pressure that has come about through increased efficiency of ad-dollar use, to ask: "Why advertise to children? What influence do they have?"

The whole answer can be captured in the results of a survey for a breakfast food in which mothers of still young children were asked what kind of breakfasts they

prepared for their own young ones. Almost all of them insisted that their children got a hot cereal breakfast — "one that would stick to their ribs" — because it was necessary for their health. Questioned separately in the schools, the children of these mothers on being offered a choice between hot cereals and the cold packaged brands they had seen promoted on television — asked, "What's a *hot* cereal?"

Television is generally credited for the blossoming of child-conscious advertisers over the past 10 years.

Certainly, no other medium has been able to match the demonstration and action that video can give, and certain kinds of advertisers need. In this context, it is the reservoir from which child-oriented

advertisers have drawn their strength and from which they will continue to draw it in the years ahead.

The adult parent knows full well the influence his children have on decisions — small and large — about what the family buys. And even though his children may be more privileged and more sophisticated than most, their actions and reactions are typical of kids generally.

Youngsters want what they want when they want it. They are positive, opinionated, persuasive.

(In Part 2 of this feature SPONSOR will examine the television technique being used to reach children, how children's television time is bought and what creative philosophies are important in commercial and program development.) ■

What children's hour?

AGENCIES AND ADVERTISERS who want to buy children's programming may find one lump in their timebuying oatmeal: what, exactly, constitutes a children's program?

The answer isn't as pat as it may seem.

For example, consider *The Patty Duke Show* (8-8:30 p.m. Wednesday, ABC-TV). Looking at its audience by age groups, the largest single segment (30 percent) is composed of viewers between 6 and 12 years of age. The second largest group, however, (28 percent) are adult women and the third (16 percent) are adult men.

Nevertheless, "children" (taking them by age groups from two years to 20) comprise the majority of the *Patty Duke* audience — 56 percent, according to a recent ARB audience-composition report.

A similar audience was reported for the same network's *Flintstones*, in which 65 percent of all viewers are under 20. Otherwise, percentages are as follows: men, 15 percent; women, 20 percent; teens, 9 percent; 2- to 5-year-olds, 21 percent; 6- to 12-year-olds, 35 percent.

This picture isn't restricted to just one network by any means

TOP 10 PROGRAMS AMONG CHILDREN AND TEENS*

Rank	Program	Network	Children (2-12)	Teens (13-17)	Total
1	Beverly Hillbillies	CBS	15,388	7,350	22,738
2	Walt Disney	NBC	16,508	4,478	20,986
3	Donna Reed	ABC	14,764	4,385	19,149
4	Bonanza	NBC	10,736	7,117	17,853
5	Patty Duke	ABC	12,496	4,454	16,950
6	Ozzie & Harriet	ABC	11,945	3,620	15,565
7	My Favorite Martian	CBS	11,581	3,626	15,207
8	My Three Sons	ABC	10,810	3,908	14,718
9	Petticoat Junction	CBS	9,407	4,860	14,267
10	McHale's Navy	ABC	9,437	4,519	13,956

* In millions, from March, 1964, ARB

(see table). When CBS Television took a count of its high-drawing children's shows, two of its night-timers led the way: *Lassie* (7 p.m. Sunday) and *My Favorite Martian* (7:30 p.m. Sunday).

NBC-TV will be using early Saturday evening time slots for two new programs with extra strong appeal for children while also suitable for the whole family. *Thopper* (7:30-8 p.m.) and *Mr. Magoo* (8-8:30 p.m.)

Thus, the children's hour doesn't fall only on Saturday morning.

Moreover, that fact seems only the beginning, for good follow-up questions are: When the whole family watches tv, whose preference determines the program to watch — parents' or children's? And in families owning more than one set how many are in use simultaneously? And by whom?

The answers may come only from computers. ■



The found weekend

■ ABC-TV, the leading program innovator last season and this, shows alertness to the children's market with an increased Saturday morning block, plus new youth attractions the next day, too — a real step toward bringing commercial scheduling into Sunday morning, as well as utilizing the children's allocated tv time, weekends, to full advantage.

New additions to the weekend daytime lineup at ABC-TV this fall will start at 9:30 a.m. Saturdays with *Buffalo Bill, Jr.*, *Shenanigans* and *Annie Oakley* (each half-an-hour long) running straight through until 11. Then comes the new version of last year's *Casper* cartoons. The morning block of youth-oriented shows isn't really concluded until *American Bandstand* (1:30-2:30 p.m.) is over.

The Sunday lineup begins with the new *Porky Pig* (10:30-11 a.m.) and also includes *Bullwinkle* and *Discovery '64*, which follow in that order.

These new additions, says Armand Grant, ABC vice president in charge of daytime tv programming, come "because of the success and acceptance by both viewers and advertisers of our children's program schedule."

Among sponsors of ABC-TV children's shows for the upcoming season are:

Discovery '64: Binney & Smith (art supplies) through Chirurg & Cairns; Sawyer's (stereo viewers and equipment) through Cole & Weber; Wrigley gum through Erwin Wasey, Ruthrauff & Ryan.

American Bandstand: American Chicle, Ted Bates; Dr. Pepper, Grant Advertising; Sweets Co. of America (Tootsie Rolls), Henry Eisen; Toni hair products, North; Vick's Clearasil, Leo Burnett.

Bugs Bunny: DeLuxe Reading (dolls, toys, games), DFS; General Foods, Benton & Bowles; Mattel (dolls, toys, games), Carson/Roberts; Wyler drink mixes, Compton.

Beany & Cecil: American Chicle (Fizzies soft drink), Lennen & Newell; DeLuxe Reading; Beechnut (Stripe gum), Benton & Bowles; General Mills (cereals), DFS; Gold Seal (Mr. Bubble soap), Campbell-Mithun; Mattel, as above; B. F. Goodrich (footwear), FCB; Sweets, as above.

Magic Land of Allakazam: Beechnut, General Mills, Gold Seal and Mattel, all as above.

New *Casper* cartoons: General Mills, Gold Seal, Mattel. ■



HW&W president Melvin Helitzer

An agency believes—

Children

■ THE CHILDREN'S MARKET has been available to advertisers and agencies for years, but until recently it was a comparative stepchild to the lucrative adult market insofar as agencies themselves were concerned.

Agencies have explored the market for clients who must reach it, but until February, 1963, no agency had elected to specialize in it wholly. It was then that Helitzer, Waring & Wayne, Inc., likely the only agency of its kind, was formed.

Enthusiastic about the success television has with children's advertising, three men — Mel Helitzer, then advertising director of Ideal Toy Corp., Saul Waring, account supervisor at Grey Advertising Agency, and Andre Baruch, a broadcast industry personality and agency executive — decided the time was right and ripe for an agency specializing in the children's field.

The resulting firm opened its doors with some \$1 million in billings and seven clients. Within weeks it had 11 clients billing at the rate of \$1.5 million a year. Today the agency is billing at the rate of \$4 million-plus annually for 17 clients, and its staff has grown from seven to 35.

President Mel Helitzer, who spent eight years at Ideal Toy and has 13 years experience in marketing to children, directs the agency's operations. His staff members are no strangers to children's advertising, having a range of 10 to 25 years' experience in the field.

HW&W is as serious about the children's market as its clients are, and seems determined to guide them with the best concentration of brains and know-how ever assembled on the subject. Advertising is the core of its service, but the partners also counsel clients on such points as packaging and product development as well as on the fundamentals of advertising — creativity, media selection, research.

Are other agencies alert to the potentials and present opportunities in the children's market? The answer, says Mel Helitzer, is yes. More new agencies will



Saul Waring (left) and Andre Baruch brainstorm over a storyboard.



HW&W's Mary Lou Benjamin



HW&W's Russ Alben

are the most . . .

probably be formed to specialize, and he welcomes the competition. Moreover, three large agencies have already moved to acquire youthful HW&W as a division to supplement their adult-oriented efforts, with no success.

"We are successful now as an independent agency," says Helitzer, "and we expect to grow steadily in the next ten years and beyond. Why merge? We're proving that we can make it alone, and frankly we can best serve our clients by maintaining a single agency structure."

Within this structure, Helitzer and partners Waring and Baruch have employed specialists with child-marketing talent. Media director Mary Lou Benjamin, who bought the children's market while a timebuyer at Grey, is now pioneering (with assistant Liz Mallon) as advertising's only buyer concentrating on the media requirements of children's advertising alone.

If buying media to reach this market is challenging, so certainly is the sensitive job of creating the advertising. Copywriter Russ Alben has dealt successfully with writing to children since the agency started. His approach is fastened to the guidelines set by the agency's philosophy on advertising to children: be truthful, dignified and directly honest in approach. The creative effort to reach children is also largely concerned with the philosophy of "involvement," drawing the child into the advertising through his or her own participation in it. Working with Alben in applying these principles is Marcia Winters, another copy professional.

Art director Dino Kotopoulos, who also designs print ads and creates new packaging designs for many products, has proved that there are special creativity requirements that go into the designing of commercial sets for television's sell to the youth market.

As Helitzer points out, the talents of everyone at the agency meet to totally service the child-oriented advertiser who formerly—according to Helitzer—had nowhere to go. "As an agency, we want to practically

guarantee the client success, by offering—in this order—(1) research, (2) product development, (3) advertising created specifically for children and (4) pretesting of the commercial's effectiveness."

Accounts now handled by the agency are:

American Character Inc., New York; Bilnor Corp., Brooklyn; Greenman Brothers, Hicksville, L.I., N.Y.; Irwin Corp., Nashua, N.H.;

Jack and Jill magazine, New York; Kiddie City, Philadelphia; Lash-Distributors, Washington, D.C.; LeRoi Hosiery Co., New York; Polaner Co., Newark;

Stetson China Corp., New York; Standard Plastic Products Inc., Plainfield, N.J.; Tamaron Distributors Co., Chicago; Town & Country Distributors, Camp Hill, Pa.; Transogram Co., New York; Weston Merchandising Corp., New York. ■



Opening day at Helitzer, Waring & Wayne found the principals with plans, spade-work and cleanup attack ready for what may today be the only agency in the world that specializes in children's advertising. In reverse of usual order from right to left Mel Helitzer, Saul Waring and Andre Baruch (the latter the Wayne of HW&W).

Heavy use of tv to spark

\$3.5 million in network special events, plus some radio,

■ THE MOBIL OIL CO. is off and running with a new \$4.5 million ad campaign. Bulk of the budget is reserved for network television, chiefly special events coverage, but the company will also use magazines and radio.

Of the advertising total, television will get nearly 80 percent—some \$3.5 million. Magazines will receive three-fourths of the remaining \$1 million, with the final quarter million earmarked for generous use of radio schedules. All will promote Mobil's new product, High Energy Gasoline.

The new product theme stresses the point that Mobil now refines straight-run gasoline so that low-energy atoms are replaced by "huskier, high energy atoms—to give more power for long mileage in every gallon." Services rendered by Mobil dealers will also come in for full credit.

Ted Bates & Co. is Mobil's agency.

Network tv programing, which started July 3, will reach an estimated nine out of 10 homes in Mobil markets across the nation.

Storyboards of Mobil Oil's television commercials show how the company's High Energy Gasoline was put to the test at such auto racing classics as the Indianapolis 500, the Pike's Peak Hill Climb and the Mobil Economy Run.

In addition to the national tv and radio audiences, magazines will add 19 million to the total combined exposure figure.

The tv network participations are occurring in virtually every kind of program—drama, comedy, political and sports coverage. Special events to be included are the national political conventions, the November election, a post-election wrap-up, the Olympic trials and the National Football League Championship.

The complete tv schedule is as follows:

The Jackie Gleason Show on CBS, Saturdays, beginning Oct. 3 with alternate week minutes.

The Fugitive on ABC, Tuesdays, starting July 28 with alternate week minutes.

U. S. Olympic Team Trials on ABC, from early July into September. Mobil will have 18 minutes in 16 events.

National Football League Championship on CBS, Dec. 27, four minutes. Cost of Mobil's participation in this male-audience buy will be \$440,000.

Mobil has also bought a convention-election package with CBS. It started July 12 with tv coverage of the Republican National Convention and includes the Demo-

cratic National Convention, the election and a post-election wrap-up, as well as Mobil programing coast-to-coast on CBS Radio during the conventions, election and post-election day.

Specific election time bought by Mobil is as follows: July 12 (pre-Republican convention), one minute; week of July 13 (the GOP convention), from 16 to 21 minutes; week of Aug. 24 (Democratic convention), 11 to 14 minutes; Sept. 16 and 30 and Oct. 14 or 28, two minutes each for GOP and Democratic candidates' profiles; Nov. 1 (pre-election wrap-up), one minute; Nov. 3 (election-night coverage), six minutes, and later in November, one minute for post-election summaries. On radio, Mobil will also sponsor 27 one-minute commercials throughout election events.

J. D. Elgin, advertising manager for Mobil, says that this new advertising thrust will utilize "the most comprehensive list of media in Mobil's recent advertising history."

All tv and radio commercials and magazine ads will stress the reliability of Mobil products and Mobil dealers, according to Elgin. Five of the 60-second tv commercials tell the product-story behind High



Mobil gas campaign

used to attract male audiences to new High Energy Gasoline

Energy Gasoline, as demonstrated at such racing classics as the Pike's Peak Hill Climb, the Indianapolis 500 and the Mobil Economy Run (see illustrations). A sixth tv commercial shows various Mobil dealer services.

Although tv is getting the giant's share of the near-\$5-million budget, magazines will realize a \$750,000 gross from the Mobil campaign. One- and two-page, four-color ads will feature a variety of Mobil services in *Life*, *Look*, *Sports Illustrated*, *National Geographic*, *Holiday* and *Sunset*.

Also, special material is being prepared for Mobil's 30,000 dealers to introduce the new campaign to them and keep them apprised of its progress. A dealer's brochure will contain information about the company's High Energy Gasoline, reproductions of the tv storyboards, schedules and previews of magazine ads, plus a calendar of Mobil events. Included in the calendar is a list of all the company's promotions from early July until the end of the year.

The new Mobil campaign for High Energy Gasoline replaces the company's previous campaigns for Megatane, which have been running since 1961. Total advertising expenditures for Megatane were as



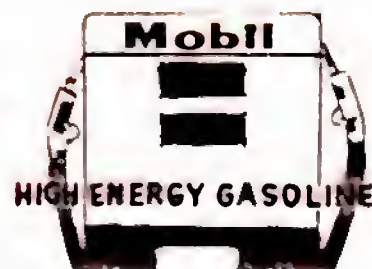
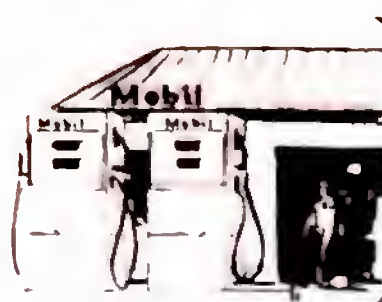
J. D. Elgin (l), Mobil's advertising manager, reviews storyboards for network tv campaign with Victor Armstrong, vice president and group head of the account, Ted Bates

follows: \$4,150,000 in 1961 (for the Sept. 25 to Dec. 31 period only), \$5,250,000 in 1962 and \$7,250,000 in 1963. Megatane advertising was always tv-oriented, as is the new High Energy Gasoline campaign.

"The Megatane campaign en-

joyed high public acceptance and helped build our sales," Flgm reports.

"However, our consumer research has shown the new campaign to be still more persuasive in several ways, and it should do an even better job," he says. ■





Roi-Tan 20-second commercials feature a little old woman who innocently asks questions of a nearby cigar smoker. The spots are being run in 50 or 60 markets where the brand already has wide acceptance.

"Pardon me. Is that an orangutan?"

Tv straight man for

American Tobacco's 20-second tv commercials spotlight

■ AMERICAN TOBACCO CO. is promoting Roi-Tan cigars to men—but a little old lady is the salesman.

The advertising campaign is built around humorous situations featuring veteran actress Cheerio Meredith who employs her mobile face and wide-eyed innocent look for a series of six 20-second tv commercials.

The cigars used in the commercials are different types in the Roi-Tan selection, but the twin selling points remain the same: Roi-Tan is a fine American cigar, made of fine American tobaccos, with such a wide variety of sizes and shapes that there's sure to be one to please every smoker.

In each commercial Miss Meredith finds herself in a different situation with a different man who is smoking a different-sized Roi-Tan. Her little-old-lady curiosity impels her to ask the gentleman smoking a cigar nearby about something in the scene with a foreign name or flavor. In one commercial, set in an art gallery, Miss Meredith inquires of a young man next to her: "Is that a Piranesi original?" The man, who is concentrating on the enjoyment of his cigar, abstractly answers: "No ma'am. It's a Roi-Tan! A fine American cigar, made from fine American tobaccos."

Other misunderstandings are centered around a

Florentine credenza, a Rossini sonata, a miniature Schnauzer, a foreign car and an orangutan at the zoo.

Spots are currently scheduled in prime time in 50 or 60 major markets throughout the West, Midwest and South, as well as selected markets in the East.

According to Kelly O'Neil, media director at Gardner, agency for the product, the market media plans are divided into six groups. The media schedules for each are different. The first group started its schedule in March, the last group on April 15. The campaigns weave in and out throughout the rest of the year.

Roi-Tan's total advertising expansion for 1964 includes spot radio and newspapers in markets that are especially promising, as well as spot tv in markets where the brand already enjoys wide acceptance.

Last year, Roi-Tan used one-minute tv commercials with the theme "try 'em all and smoke 'em all."

Other cigar lines put out by American Tobacco, also advertised via Gardner, include La Corona, Antonio y Cleopatra, Bock y Ca and Cabanas. None of these use television.

In March, American Tobacco announced its entrance into the little cigar market with Roi-Tan filter-tip little cigars, increasing its line.



"No ma'am. It's a Roi-Tan."



"A fine American cigar"

cigars is an old lady

curious little woman who asks questions, gets surprising answers

While American Tobacco Co. is best known for its cigaret brands, it has cigar sales "well in excess of \$50 million per year." American has said it is the only large cigaret maker with a substantial stake in cigars. Because its annual cigaret volume is more than \$1 billion, few people realize that the company is among the top four cigar manufacturers in the country.

If production could have kept pace with the unprecedented demand for its cigar products last year, sales in the first months of 1964 would be higher, American recently told its stockholders.

Roi-Tan was cited as one of the principal products responsible for sales gains of the company. The line set a record in sales volume last year (American claims that Roi-Tan is the nation's largest-selling cigar in the 10-cent price field).

Total advertising expenditures by American for the first quarter of this year were higher than for any other year in the company's history.

Cigarettes owned by the American Tobacco Co., advertised through SSC&B and BBDO, include Pall Mall and Lucky Strike in the non-filter area; Carlton, Montclair and Dual Filter Tareyton in the filter field. All are heavy tv users.



"Enjoy a Roi-Tan, a fine American cigar made of fine American tobaccos"

EDP's "total function" concept will transform tomorrow's buyer into a communications expert wholly involved in the sponsor's ad campaign

Automation—final step in a

■ **MACHINES.** Standardized demographic input. Coverage factors. Data processing. Memory banks for rates; memory drums for ratings and audience composition. Linear programing, input, output.

This is the new vogue in media vernacular. Along with the rest of the world, the buyers and sellers of time and space are subjected — either by design or default — to automation. This topic, as we all know, has captured great interest and provoked unending discussion.

Leadership in this area can be a strong competitive advantage in the hands of practical and realistic

technicians. Electronic media data processing and automated programing is so new, however, that for the most part we are still groping and feeling our way. Proof of this was recently evidenced when the enviable soapsuds giant recently told all of its agencies to put on the brakes. Obviously, this advertiser called time-out with respect to electronic media programing (in this case, broadcast analysis) pending more serious considerations and study. It is looking for common ground for all its agencies, and, in its typical and practical fashion, it is seeking standardized electronic

procedures for complex media problems and solutions. The anticipated inauguration date for this momentous media development has not yet been disclosed. (Schedules, estimates and billing, of course, will continue to be handled electronically as they have for the last several years for this major advertiser.)

Standardization, as a matter of fact, is the most confounding problem for all of us. We require standardization of measurement, both geographically and demographically: where are the advertiser's potential customers and media's audiences? Who and what are they? All must be established in *common terms* of measurement and qualitative evaluation.

When will this "Utopia" become practical operating procedure? It all started yesterday and each ensuing day brings us closer.

With all this going on, there has been much speculation regarding the future of the media expert — particularly the buyers of media in advertising agencies. At Fuller & Smith & Ross, we have some very positive convictions about the media executive's future and function in the advertising agency business.

The way we see it, EDP will shortly be recognized as the final catalyst in the media man's evolution. It was not long ago that the media man was tolerated as "the guy with the numbers" and frequently thought of, consciously or



John Nuccio with associate media directors Mike Keenan, at left, and Bernie Rasmussen, at right.



By John Nuccio

Vice president and
media director
Fuller & Smith & Ross, Inc.

John Nuccio was named vice president and media director of Fuller & Smith & Ross, Inc. in 1963. He went to FSR at that time from Doyle Dane Bernbach where he had been media group supervisor, working on such accounts as Philip Morris, Polaroid, General Mills, and American Airlines. Prior to that he was media supervisor with Benton & Bowles. He entered advertising with BBDO in 1954 and during the following eight years worked in that agency's marketing, merchandising and media departments.

The media man's evolution

unconsciously, as a "walking rate book."

The day of the buyer whose sole talent is limited to quantitative and statistical juggling will soon be gone. . . these are the people who may ultimately be replaced by EDP.

Surely, the need for a media specialist will always exist. However, his value will now be recognized not just for his media knowledge but for his contributions to a more total function. The "total function" concept projects the media man into practical involvement with the allied functions of marketing, research and planning. The term "buyer" will eventually become obsolete, because this individual will be recognized as a communications expert in the marketing function (if he is to survive as an individual).

Relieved of mechanical burdens of estimating, control, statistical analysis and, to a major degree, the execution of day-to-day media detail, the "advertising communications executive" will become more totally involved in his client's advertising motivations (marketing and consumer profiles) and advertising strategy. The logistics for implementing the advertising program, transporting the advertising sales message to particular *people* in particular *places*, will always be in the hands of advertising experts with specialized media talent of new importance.

Without a practical knowledge of

research techniques for marketing and media testing — without the curiosity and talent for examination and study of the advertiser's total problem, and the nature of the creative response to those problems — the media man cannot function totally.

For many of us, this "new dimension" for the media man began several years ago in one agency under the direction of a very small group of top management executives who had foresight and imagination. They proved that with proper in-depth training, in all functions, media men are in essence vital *advertising* executives making important contributions to the total advertising operation. The advertising industry was obviously very hungry for this kind of talent — because my contemporaries in this training program now hold no less than 14 media directorships!

This article, then, is not written for these men — it is directed primarily to the young aspirants now in the media business or about to be enrolled. What should your objectives for a successful career in agency media work be?

At FSR, our media department is staffed only with those people who will qualify for the important and growing responsibilities of media executives. They must have

1) A consuming interest for the total advertising business as well as for advertising media

2) An intimate knowledge of the workings of all the departments and services rendered by the advertising agency—how they function, operate and what they produce.

3) Sufficient knowledge in non-media functions to be able to utilize data and information made available in the execution of the media function.

4) In-depth training and experience in all aspects of media, including space buying as well as timebuying. The top-flight media executive must know all. The era of the "one-medium specialist" is no longer practical or realistic. All-media training and experience cannot begin too soon.

5) A learned capacity for working with the tools of media research.

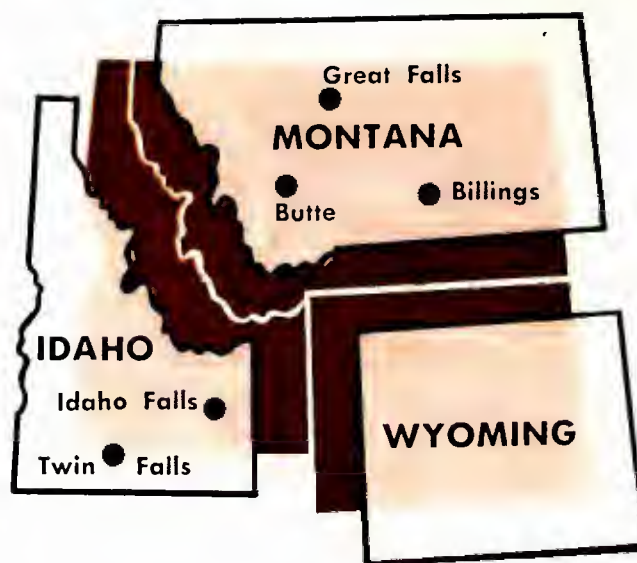
6) Pride and honesty to uphold maximum standards for the total communications industry.

7) A winning personality — to sell yourself as well as to sell your ideas.

8) Talent for oral articulation and good writing ability. An idea not properly described is not an idea at all.

9) Trustworthiness and sincerity —without friends and sound personal relationships, the media man is dead.

10) A burning ambition to be media director — if you don't want my job, there is no place for you in my department. ■



Making the whole greater than

Welding five stations into an interconnected tv network gives a western group the stature of a major three-state market.

■ NO ONE NEEDS A COMPUTER to tell him that the Age of Electronics has arrived. All he has to do is look at the convergence of Montana, Idaho and Wyoming, where three apparently disparate locales are realistically united into a single major market.

The advertising point of view is strictly based on computer concepts, however — i.e., looking at cities and areas (as opposed to stations, individually) for a generalized, yet in-depth, marketing view.

What's welded these three western areas together? The concept is largely based on postwar technological advances:

(1) The federal system of super-highways — long off the drawing board and now a complex network of roads that are *used* — has bound this region together in a way that makes people living miles apart become close neighbors. Here, as in Los Angeles, men drive 40 miles to work.

(2) Computerization indicates that, although there isn't any one major city to serve as the focal point (physical centralization isn't needed in a strongly agricultural society that has excellent communications), the people in this region comprise a single market with its own potent, individual character.

(3) Postwar communications strides have made long-promised tv

a reality here and allowed five independently-owned, regional tv stations to be interconnected (microwave relay, cable) and to program identically. In effect, their widespread audiences all live in the same tv town. As a group, these five stations are known as the Skyline Tv Network.

In order to explain their market and what it means, the Skyline people have come up with two reports based on an important demographic study. It was first conceived more than a year ago by Skyline's president and general manager, Mel Wright, who called in Charles Hariman Smith Associates from Minnesota to conduct the necessary survey.

What resulted is an example of the intensive, detailed, regional study that now identifies the newest marketing trend. This kind of research data is the very food on which advertising agency computers of today and tomorrow will thrive.

The first of the two reports is a generalized look at the Skyline market area. This again typifies the current trend by doing a regional sales job first, moving on to station call letters second.

In fact, the Skyline people feel that once the general concept of their market is appreciated, time sales will follow automatically; "since the big, rich, three-state

market can be reached economically only by the Skyline Tv Network," Mel Wright says.

The report depicts the market in terms of geography, population, tv homes, retail sales, competing media and the like. For example, these statistics:

- among all television markets (by number of tv homes) the Skyline area ranks 87th nationally;
- for food sales, it ranks 77th in the nation;
- rated by drug sales, it's 66th;
- by auto sales, it is 60th;
- judged by auto-sales-per-household, however, it's 14th.
- in terms of retail-sales-per-household, it ranks 18th — which means that, in this category, it supercedes such markets as Los Angeles, Minneapolis, Miami, Washington or San Francisco.

In a capsule, the area represents nearly one million people, a quarter of a million households, \$1.6 billion effective buying income and \$1.3 billion in retail sales.

This first report, on the market itself, also looks in detail at such telling consumer areas as automotive sales, gasoline and oil consumption, agricultural spending and the like. In short, it delivers a pretty thorough economic profile of the three-state area.

The second report is even more detailed, however, and is a "Home

TABLE 1: DENTIFRICES

	Number of Households	Percent of Households	Percent Share of Market
TOTAL HOUSEHOLDS	269,100	100	
Never use	2,800	1	
Use	266,300	99	
Name on hand	4,700	2	
On hand	261,600	97	100

BRANDS ON HAND: Toothpaste

Crest	96,900	36	37
Calgate	69,800	25	27
Gleem	40,900	15	16
Pepsodent	27,600	10	11
Stripe	21,200	8	8
Dentu-Creme	13,100	5	5
Maclean's	12,000	4	5
Ipana	9,100	3	3
Avon	5,200	2	2
Rexall	2,400	1	1
Fuller	2,000	1	1

BRANDS ON HAND: Tooth Powder

Palident	23,100	9	9
Calgate	5,100	2	2
Wernet's	2,300	1	1
Dr. Lyons	2,200	1	1
Pepsadent	1,600	1	1
NO DATA	1,900	1	1

ALL OTHER BRANDS

Pastes	13,400	5	5
Powders	12,600	5	5

BOUGHT LAST WEEK	92,700	34	35
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BUYING HABITS

Buy at drug store	105,700	39	40
Buy at food store	136,800	51	52
Buy elsewhere	15,900	6	6

the parts

Inventory Study" — a pantry report — that depicts the actual use of products. It cites what housewives in the area actually have on hand, brand by brand.

As such, it has "major significance to marketers," Wright explains, adding that the study has been accepted readily by people with basic marketing responsibility — i.e., those whose success is measured, not by what they say, but by the amount of a product that they sell.

To marketers, such a study is a finger on the area's pulsebeat. (For a typical report, that on dentifrices, see Table I.)

What, exactly, are some of the marketing uses to which so detailed a study can be put?

"We tell them the facts," Mel Wright explains. "The interpretation — which is very important — is up to them."

(1) Such a product inventory is a measure of actual sales results, not a popularity contest.

(2) It translates concrete box-year figures into percentages. This is important because "people think in terms of percentages."

(3) Advertisers in the market can check on the performance of their advertising (plus that of their wholesalers and food brokers) as measured by share-of-market statistics. Results can also be compared



Advertising trio checks a Skyline market study. From left, Tom Bloss, vice president, media director of Botsford, Constantine & Gardner; Mel Wright, Skyline president and general manager; Jack Clark of the Art Moore rep firm.

with a company's own sales figures — for comparative authenticity, substantiation.

(4) Even if he's not marketing in the area, an advertiser seeking to expand his distribution can check the listing for the *type* of product he sells, thus learning which brands actually dominate the market. This will be of obvious use, of course, in his determining whether or not he can move in successfully.

(5) Further, since the study basically shows "the difference between the big dog and the little dog," the data can help advertisers determine marketing strategy, once they've begun to sell there.

(6) By citing "bought last week" percentages, the report also depicts frequency of purchase. This is important to advertisers because the greater the sales turnover, the greater the chance to influence customer decisions. Thus, in the cigaret industry, any brand's share-of-market is "threatened" every day.

(7) Since the study also inquires in many cases about the kind of store in which purchase was made, it supplies telling point-of-sale information. Note, for example, that more toothpaste was bought in supermarkets than in drug stores.

"Competent advertisers will win-

now out every little spark they can find that will help their sales," is the prediction of Robert H. Boulware, Skyline vice president in charge of sales development, whose offices are in New York. The research was intended for all advertisers, whether they have extensive research staffs of their own (who

are generally on the alert for all helpful addenda) or whether they have no researchers at all (and therefore depend more heavily on outside sources).

"As part of our questionnaire," Boulware continues, "we asked housewives whether or not they had specific products on hand and if

TABLE II

USED AND ON HAND	
<u>Commodity</u>	<u>Percent of Households</u>
All-purpose flour	96
Cold cereals	94
Soda crockers	90
Bread	88
Hot cereals	87
All-purpose shortening	86
Regular coffee	86
Fresh milk	84
Tea	81
Peanut butter	81

TABLE III

OFTEN USED BUT NONE ON HAND	
<u>Commodity</u>	<u>Percent of Households*</u>
Conned hams	72
Frozen dinners	67
Baby food	57
Wieners	46
Cat food	46
Frozen fruit juices	42
Instant potatoes	42
Frozen vegetables	38
Beer	35
Soft drinks	31

*Considering 100 percent as only the households that use the commodity



The Skyline home inventory study

■ PRODUCT GROUPS investigated ran the gamut from A (for after shave lotion) to W (wrapping foil).

The specific contents are as follows: after-shave lotion, anti-freeze, aspirin, automobiles, baby foods, bacon, beans (canned), beer, bread;

cake mixes, cat food, cereals (cold), cereals (hot), cigarettes, cigars, cleansers, clothes dryers, cold remedies, coffee (instant), coffee (regular), cooking salad oil, dentifrices, deodorants, detergents;

dishwashers, dog food, facial creams, facial tissues, floor wax, flour, freezers, frozen dinners, frozen fruit juices, frozen vegetables, gasoline, hams (canned), hair sprays, hand creams,

hand lotions, headache remedies, home permanents, laundry bleach, laundry starch, lawn fertilizers, lawn mowers, margarine, milk (canned), milk (fresh), milk (powdered), motor oil, newspapers, outboard motors, paint;

pancake or waffle mix, paper napkins, paper towels, peanut butter, potatoes (instant), radios, refrigerators, shampoos, shavers, shaving cream, shortening, soaps and detergents, soda crackers, soft drinks, tea;

television sets, tires, toilet tissue, tuna fish, washing machines, water softeners, waxed paper, wieners, wine and wrapping foil ■

they'd bought any within the past week." (The survey, conducted by mail, was begun the week of Oct. 4, 1963. Follow-up inquiries were mailed about three weeks later and a second follow-up was made during the latter half of December.)

"Their answers, when compiled by product groups, tell a great deal

about our three-state market area in particular, but also about shopping in general — as any of the best demographic research does," Boulware points out. And it also tells a lot about the way people live (see Tables II, III and IV).

Other provocative facts include the following: a little over half of all Skyline households (54 percent) buy food at chain stores and roughly half the stores shopped (49 percent) are open one or more nights a week. Saturday is the most-cited shopping day (43 percent), with Friday a good second (38 percent) and Thursday a poor third. More than half of all shopping (60 percent) is done in the afternoon.

The typical weekly food expenditure per family is \$21.84 (median) with one-eighth of the families sampled spending less than \$15 and one-fifth more than \$35. Of all households located outside the five principal Skyline cities, one half (49 percent) shop in those cities at least once a month.

The five individually-owned but interconnected stations that comprise the Skyline Tv Network are KXLF-TV Butte, KFBB-TV Great Falls and KOOK-TV Billings, all Montana; KID-TV Idaho Falls and KMVT-TV Twin Falls, both Idaho.

While they became associated officially only late last fall, their network has been a fact, electronically, for over a year.

"As a network, our five stations have dimensions," Boulware says. He points out that the Skyline audience ranked among the top 50 in 75 percent of all network shows that it carried last year. And it enables advertisers to reach more than 80 percent of all tv homes in its tri-state area with just one buy and one billing.

According to research, the Skyline tv stations are the "most viewed" (54 percent cited them as such) in an area in which only four percent of the households do not have tv.

The area surveyed for the Home Inventory Study is the one regularly measured by A. C. Nielsen for tv audiences. Wright points out (Copies are available from the Skyline Tv Network, P. O. Box 2557, Idaho Falls, Idaho).

Allocations for the sample (based on 1960 Census data) required the mailing of 3102 questionnaires, from which a total of 2452 replies was received. Final tabulation, made from completed forms only, covered 2336 replies or 75.3 percent of the original list. ■

TABLE IV

BOUGHT LAST WEEK	
Commodity	Percent of Households*
Bacon	63
Margarine	63
Bread	63
Regular coffee	60
Fresh milk	60
Frozen fruit juices	57
Dog food	56
Wieners	55
Cat food	55
Cold cereals	54

*100 percent means all households using the commodity

Summertime is radio time

When other ad media wilt with the heat, radio revs up with bigger audiences

■ WHICH is the better warm-weather buy — radio or video?

Today, radio has some very persuasive things to say for itself:

- Although tv viewing goes down in summer, radio listening goes up. On an average summer day, radio reaches seven million more people than television.

- There are more cars with radios in the United States than homes with television.

- In hot weather, people spend about 40 percent more time in their cars, usually listening to the radio as they drive.

- When they get where they're going — on a picnic, to the beach, on their boat or simply on vacation — more than half the families have a radio along.

- Like radio-listening, shopping, too, is up during the summer months of June through July, which last year accounted for 33 percent of all retail sales.

- The last medium that most shoppers (70 percent) pay attention to before they make a purchase is radio (see chart).

- Radio, which has topped itself every August since 1957, last August achieved its largest daily audiences since the advent of tv — 98.2 million listeners, age 12 or over. That means 71.4 percent of the *total* U.S. population tuned in on an average August day.

That's the boil-down of the profitable, portable and not-so-hidden persuader — summertime radio. The medium is described by NBC Radio Spot Sales in a new report that shows just what a tremendous warm-weather wallop the medium delivers.





Fred Lyons, sees summertime spending

"There's a lot of extra spending during the summer," says Fred Lyons, director of Radio Spot Sales at NBC. "And it doesn't all go for vacation expenses, either. Most of those extra dollars go into increased consumption of ordinary goods during a period of greater activity" (see Table 1). Such floating money, Lyons suggests, is likely to slip by the advertiser who considers summer a sales-stagnant time when everyone is away.

Unexpected as it may seem, summer is a galloping good period for business in general. The U.S. Department of Commerce says that the months from June through September delivered 33 percent of *all* U.S. retail sales last year and "substantially exceeded" the supposedly better business months of January, February, March and April. (The latter months produced 30 percent of annual sales). Small as the three percent difference may look, Lyons emphasizes, when applied to the national total it means that cash registers saw something like \$7.2 billion *more* dollars in the summer than in the January-April period.

"Summer therefore was the second highest sales quarter last year," Lyons continues. "From an advertising point of view, however, it was third — and possibly a poor third, at that."

"Basically, people go right on doing in the summertime what they do in other seasons," adds Bill Fromm, director of new business and promotion for NBC Radio Spot Sales, "except for their radio listening which, like the mercury, is inclined to go up."

Called "Summer's Hottest Medi-



Bill Fromm: radio, like the mercury, is up

um" (a claim the contents seem to substantiate), the NBC report is virtually a gift to the industry. NBC modestly omits self-mention until a last-page list of its o&o's.

"Purpose of the report is to do an educational job," says Lyons, who points out that ad budgets for this summer have long since been signed, sealed and spent. NBC has distributed hundreds of copies to agency media departments, media directors and account executives within the last few weeks.

To help them realize that radio has blossomed into a prodigious summertime medium, the report stresses these facts.

Temperatures and radio rise together. When newspaper circulation, magazine sales and even tv-viewing all go down for the summer, radio goes up — by nearly a quarter (23 percent).

Further, radio's lead over competition has increased each year. Its advantage over tv (during June through September) was 7.4 percent in 1961. That figure rose to 8.6 percent in 1962. Last year it reached the impressive 10.4 percent level.

Palatable portables. It's reported that 66.7 percent of all American homes have at least one portable radio. And when families go out, they usually take the portable along.

Some 32 percent take it to the park, 50 percent on a picnic or outing, while 66 percent say they couldn't go to the beach without it. An impressive 68 percent nearly seven out of ten families also take radios with them on vacation.

Radio even goes to sea, with 77 percent of all radio-equipped crafts stowing portables. Boat owners listen from six to 20 hours a week.

Who can resist the transistor? Not unexpectedly, transistor ownership has also had sharp increases, and 63 percent of families with a \$6000 annual income own at least one — in short, almost two-thirds of average-income families. Among those earning \$14,000 or more a year — good advertising targets since they have more money to spend on consumer products in general — nine out of ten own at least one transistor set. The trend, of course, is for each teenager to have his own.

The transistor craze doesn't stop with ownership. Those who have the sets use them, and almost 77 percent report that they listen more to radio now, by an average of an hour more each day.

Summertime . . .

Meeting the demand. To meet this dial-wave demand for radios, U.S. manufacturers have been turning out more and more transistor sets each year — from four million in 1957 to nine million in 1961. By 1963, another two million had been added to the output, bringing it to an astonishing 11 million transistor sets a year.

And they were sold — to go on picnics, to the beach, on vacations.

In fact, the market was such a large one that importers were able to sell an additional 11.5 million sets, imported chiefly from the Orient. Those sets, too, went on picnics, to the beach, on vacation.

Most noble number. The enormity of portable and/or transistor sales adds up to the most dramatic radio statistic of 1963, one that is as simple as it is meaningful: For the first time, portable radios provided a greater share of total listening than conventional, plug-in receivers — an average of more than nine hours a week. The audience increase for portable listening was up an estimated 40 percent over comparable figures for the year before.

Mobile millions. Not only are there more radios in cars than tv sets in homes, as mentioned, but

more people have a car radio than get a morning newspaper (see Table 2). It's held, in fact, that 20 percent of all radio listening is done in the automobile.

Add portables to the total? Car radios and portables together reportedly account for fully 60 percent of all radio listening.

Nearly every car radio owner (95.8 percent) listens to his set during the average week — certainly nine out of ten who drive to work do. Almost half of these drivers report they are "very heavy listeners," with the radio on virtually every minute they are behind the wheel.

Spot Sales director Lyons recalls an impressive example of the car radio's advertising punch: Several years ago, Chevron gasoline, with 90 percent of its ad budget in tv, made an on-air premium offer of a camera, available at its service stations for \$3.98. They sold an unexpectedly great number of them — 27,000 — up and down the eastern coast.

The following Fourth of July weekend, Chevron took BBDO advice and tried a "traffic package" on radio for a total cost of between \$3000 and \$4000.

Encouraged by results, the following spring Chevron transferred

90 percent of its advertising from tv to radio. As a test, they offered safety belts at \$5.98, feeling that with the \$2 price increase, they'd be very successful to sell 27,000 units again. The sales they actually realized? An enormous 300,000. Moreover, the non-profit premium offer attracted enough new customers to Chevron stations for gallonage to "increase substantially."

Supermarket sales. Especially important from the sales point of view is the fact that 89 percent of all supermarket shoppers use a car to get to the store. And such motorists spend more time with radio before they shop than with all other media combined — 71.5 percent. (Compare with the 70 percent that all shoppers—motorists as well as non-motorists — spend with radio before making actual purchases.) Drivers spend 16 percent of their pre-shopping time with newspapers, 8.3 percent with tv and 4.2 percent with magazines.

Thus, radio — as the summer shopper's favorite medium — narrows considerably the gap between commercial delivery and actual purchase. This is important, NBC spokesmen insist, because people forget fast, discarding as much as 40 percent of what they've just learned within 20 minutes. Also, with today's increased competition for the consumer's attention, any single advertisement needs every aid to memorability that's available. Radio, of course, delivers "immediacy."

TABLE 1 — SUMMER SALES, 1963*

Product category	Percent of year's total
Appliances	33.1
Beer	38.1
Carbonated beverages	39.8
Dairy products	33.7
Gasoline and gas station services	34.8
Groceries	34.1
Hardware	34.7
Loans	33.7
Movies	45.6
Moving and storage	41.8
Paints and wallpaper	36.6
Photo supplies and services	33.1
Real estate	36.2
Sporting goods	38.6
Tires, batteries and accessories	34.2

* For the months of June, July, August and September.

TABLE 2 — AUTO RADIOS

Radio-Equipped
Automobiles

Year	Number
1949	12,100,000
1962	46,900,000
1963	49,948,000
1964*	54,000,000

* Estimated

Production of
Automobile Radios

1952	3,234,000
1961	5,568,000
1962	7,250,000
1963	8,131,459

**Now Sheraton
insures your hotel
reservation.
You get \$20
in services free
if we don't deliver
on a confirmed
reservation.**

Don't worry. We won't be giving away many \$20. This is brand new, and only Sheraton has it. Read carefully: If you hold a confirmed reservation at any Sheraton Hotel, and if you show up for your room when you said you would and if, for any reason, you don't get a room, then we give you a certificate good for \$20 worth of food, beverages and lodging at any Sheraton Hotel or Motor Inn anywhere. No but's or maybe's. And you get the \$20 certificate even if your reservation called for a \$9.90 room. You can't lose. But then, you never can at Sheraton. For Insured Reservations at guaranteed rates (you never pay a penny more than your reservation calls for), **just phone** your nearest Sheraton Hotel or Reservation Office.

85 Sheraton Hotels & Motor Inns

THE CHANGING SCENE

Loan Association Buys 3-Station Political Coverage

The second phase of an apparently unprecedented radio buy in the Los Angeles market gets underway today in conjunction with the Republican convention 400 miles to the north.

The American Savings & Loan Assn., through the Ross/Kauffman agency, has tied up more than 200 hours of political coverage on three radio outlets in the area: KABC, KHJ and KNX.

The sponsorship includes the GOP and Democratic conclaves, and continues through election night. It was kicked off with coverage of the California primary.

An extensive merchandising, promotion and publicity plan supporting the sponsorship is also underway.

"This clean sweep of the most comprehensive political coverage scheduled reflects American Savings' continuing activity in public affairs presentations," stated Anthony M. Frank, vice president of advertising for the association.

The buy is a throwback to the "good old days" of single spon-

sorship radio programs, that perhaps was the medium's strongest selling point.

And like those old days, it enables American Savings to create an image and build a six-month campaign around the "reinvestment periods" in California. An investor can shift an account without losing interest during these periods which occur during convention time and just prior to the election. These months constitute the biggest yearly push for American Savings.

A spokesman for one of the stations involved also noted that there is a "happy connotation" between the name of the sponsor and the coverage.

"The name 'American' is an added plus," he said, "in that listeners will associate — even more closely — the advertiser with the political broadcasts."

In keeping with its image of association with public service programming, American Savings, since January, has sponsored all special events, public affairs programs and

a continuous series of documentaries in a special package with KABC.

As the nation's sixth largest savings and loan association, it sees important gains accruing from its coverage of "prestige" events, and is heavily promoting it together with the stations.

These merchandising and publicity tie-ins include such devices as the distribution of thousands of convention handbooks and "cookie polls."

At each American Savings branch, customers are given the choice of a cookie in the shape of either the GOP elephant or the Democratic donkey. The cookie selections are tabulated, and the results are posted periodically in each branch.

All three stations in the buy are network affiliates: KABC, ABC; KHJ, MBS and KNX, CBS.

The sponsor has an additional plus in the form of bonus programming. For example, KHJ had exclusive half-hour interviews with both Goldwater and Rockefeller prior to the hotly-contested California primary. Although the interviews were impromptu, American Savings had all the commercial minutes during both programs.

The radio industry's view of the sponsorship is perhaps best typified by Robert M. Light, president of the Southern California Broadcasters Assn. He said: "It is most gratifying to see a major advertiser such as American Savings utilize radio in such an imaginative and all-encompassing manner."

Metromedia, UPI in Dual Convention Coverage

The 1964 political events which get underway this week in San Francisco will offer more in the way of pooled coverage by broadcast media than previous presidential campaigns and elections. The networks and news services agreed at a late hour to pool election night returns tabulation and some coverage from convention floors. Another combine: Metromedia and United Press International Audio. Cooperative coverage of both conventions will be fed to all the Metromedia radio stations and all 65 station clients of UPI Audio across the nation.

FLORIDA BROADCASTERS MEET



Guest speaker Gov. William Scranton chats with new Florida Assn. of Broadcasters president, Bernard E. Neary (r), vice president and general manager of WGBS Miami; outgoing FAB president Eugene B. Dodson, WTVT Tampa; and Mrs. Dodson.

DOG FOOD SPOT



Mammoth Great Dane, Toro, along with trainer Howard Trautwein, visit WEBR Buffalo morning man Al Meltzer to deliver a gourmet gift package of Dad's Dog Foods, kicking off a spot campaign on the station.

Changes in Detergents Will Not Affect Advertising

Proctor & Gamble, Colgate, Lever Bros. and Purex, which represent 85 percent of the soap and detergent industry, have each agreed not to incorporate the changes in detergents in their advertising.

Under the guidance of the Soap and Detergent Assn., suppliers and producers of detergents will convert the chemical make-up of their products from an ABS base (alkyl benzene sulfonate) to an LAS base (linear alkylate sulfonate) in order to decompose detergents more rapidly under sewage treatment.

With all the money spent in research, which eventually shows up in product changes and advertising fees, it is of significance that the major soapers will not utilize the multi-million-dollar conversion as part of their advertising campaigns. There seem to be three reasons for their silence:

(1) The total cost of the research and the conversion itself will be absorbed by the suppliers (Union Carbide, Monsanto, California Chemical, Continental Oil and others). The detergent companies did nothing individually to bring about the change.

(2) The conversion is of no real interest or significance to the consumer. He will see no changes

in the make-up or performance of the "new" detergents. Therefore, there would be no point in advertising the change.

(3) Since all the detergent companies will have to make the conversion by December, 1965, no individual company could gain a competitive advantage by advertising the fact. (Some local and regional detergent producers are using the change for advertising purposes, however. The reason is that they are closer to the suppliers and are able to make the conversion before the large national companies.)

The change is considered a public service. There have been many complaints on pollution, often accredited to soap impurities left in the water.

As compared to all of the materials which can enter our water supplies and downgrade their quality, synthetic detergent residues are a small percentage of the total, according to the Soap and Detergent Assn. ABS, the foaming ingredient in detergents that tends to last, has been found to be only 5 to 10 percent of the soluble organic matter that may persist through secondary sewage treatment and thus get into water supplies. However, ABS gets more than its share of attention because of its tendency to foam when present in water, according to the association.

Softer Sell New Copy Slant for Westinghouse

It's a far cry from Betty Furness. The new face in Westinghouse Electric's TV commercials is an animated "Miss Peach" (of newspaper syndication fame), with voice-over supplied by Naomi Brossart (Mrs. Kennedy in "The First Family" album).

Two 60-second commercials, for refrigerators and lamp bulbs, are scheduled throughout the rest of the year on several CBS-TV shows, including *Evening News with Walter Cronkite*, *Perry Mason*, *Rawhide*, *East Side West Side* and *CBS News Chronicle*.

McCann-Erickson is the agency, Georg Olden the producer. David Lippincott did the copy, and animation is by Ferro, Mohammed & Schwartz.



But I don't want
NEAR it or NEXT to
it or AROUND it!

I WANT KELO-LAND!

He wants the Sioux Falls-98 County Market. The full market, the exact market—the way ARB defines it. When he ships to the Sioux Falls market, he doesn't want his goods dumped outside it. Same way with his advertising. He knows that KELO-LAND TV is the facility to do the job. He's not interested in improvised "networks" of unrelated stations which make up for homes they miss within the market by offering you homes outside of it. The point to remember is that only one Sioux Falls station, KELO-TV, is capable of projecting your film or live commercial from one TV camera to all 98 counties. Be demanding! Don't get off the phone till somebody gets you KELO-LAND TV.

KELO^{tv}LAND

CBS • ABC

KELO-TV • KDLO-TV • KPLO-TV

(interconnected)

Gen. Offices Sioux Falls, S. D.



JOE FLOYD President

Evans Nord Executive
Vice-Pres. & Gen. Mgr.

Larry Benton Vice-Pres.

Represented nationally by
H. R.

A MIDCO S.A. INC.

Warner's Fast Pace Continues; Other Sales

On the heels of a \$3.4 million sales report for the March-May quarter, Warner Bros. Television reports the stepped up sales pace continued through the first two weeks of June with 34 additional sales in 21 markets totaling \$595,000. The new business included programs, features and cartoons.

More than half of the two-week sales involved western hours. *Cheyenne* led the field with 10 new markets, followed by *Maverick* with five. *The Gallant Men* was also sold in five markets.

David Wolper's new distribution outfit, Wolper Television Sales, is having a sales success with one of its new properties. With the recent sale of *Men in Crisis* to Metromedia for its stations, including WNEW-TV New York and KTTV Los Angeles, the documentary series is now in 25 markets. It consists of 32 half hours, narrated by Edmond O'Brien and currently in production at David L. Wolper Productions in Hollywood.

On the overseas sales front, two stations in the Netherlands Antilles have each purchased 494 additional hours of CBS Films programming. Stations in Curacao and Aruba bought *The Defenders*, *The Nurses*, *Perry Mason*, *Rawhide*, *Beverly Hillbillies* and *The Phil Silvers Show*.

Recent U.S. and Canadian sales amount to \$1.5 million for MGM-TV, with products ranging from feature films and hour drama series to half-hour comedies and short subjects. Particularly active were several of the company's off-network properties, including *The Eleventh Hour* and *Sam Benedict* in this country, *Mr. Novak* and the *Travels of Jaimie McPheeters* in Canada.

And Now . . . Intra-Canalry!

There's an interesting new twist to the much-discussed battle between cans and bottles (much of which is being waged in the broadcast media). It's the competition — gathering steam — between all-aluminum and tinplate cans. And while this distinction is one more probably drawn by manufacturers and dealers than consu-

mers, it's likely that this new factor in the market will soon make itself felt in the consumer media as well.

Big breakthrough came recently when Reynolds Metals sealed a long term deal with Royal Crown Cola. This is the first major soft drink company to get into the aluminum can market. (Slenderella is using a small aluminum can for its dietetic soft drink.) The beer companies recently made the move (Falstaff, National Brewing and Hamm's use a Reynolds aluminum can; Budweiser, one from Alcoa), and a year or so ago the aluminum manufacturers dented the canned vegetable market.

The Royal Crown order is for a 12-ounce seamless can to be introduced initially in the Orlando, Fla., market. Distribution will be expanded in the near future. Reynolds will build a new aluminum can manufacturing plant in Tampa, ready for production early next year.

Long-Time Member of CBS Sales Staff Dies

Jesse B. Mehler, for many years a member of the CBS sales staff, died July 3 following a long illness. He was 78 and had retired from his position in 1954. Mehler had joined the radio network as an account executive in 1928. Over the years, he was sales contact on such programs as the *Old Gold Hour with Paul Whiteman* and the *Lucky Strike Hit Parade*.

Westinghouse to Produce Color Tv Sets in Canada

Canadian Westinghouse is determined to drum up support from the public for color television north of the border. So far, the Board of Broadcast Governors has not permitted color telecasting of programs by Canadian stations. But it has scheduled a public hearing on the issue for Nov. 3.

As part of its campaign to stimulate a demand and also because it must have reason to expect a favorable outcome, Westinghouse will start producing color tv sets in its Brantford plant this September, which will be rolling from assembly lines "in time for the fall buying season."

POLO GROUND MEMORABILIA



Special preview luncheon for local sports and newspaper personalities capped mammoth on-and-off-the-air promotion for KBTV Denver showing of syndicated "Requiem for an Arena." The hour-long salute to the Polo Grounds was originally shown on WABC-TV New York and is being distributed by ABC Films. At the luncheon: (l-r) Denver Bears manager Eddie Glennon; Elliot Gray, general sales manager of sponsor Bill Dreiling Motor; Mullins Broadcasting promotion manager Richard Braun; former boxer Eddie Bohn; and one-time infielder for the Pittsburgh Pirates, Cobe Jones.

FIRESIDE CHATS' MIKE



CBS Radio sales vice president George Arkedis (left) congratulates CBS newsman Robert Trout, whose weekend newscasts have been renewed for the 11th consecutive year by Chevrolet (Campbell-Ewald). Trout shares weekend news chores with Allan Jackson. Microphone is the original used by President Franklin D. Roosevelt during his Fireside Chats. Trout, who coined FDR's famous phrase, recently presented the mike to the Smithsonian Institution on behalf of CBS and WTOP Washington.

In-Depth Study

In England, research has literally gone to the rubbish heap.

A British research firm is digging into 1000 garbage cans a week to see what the English housewife buys, according to the July issue of Mutual Radio's newsletter. The researchers claim discarded cans and boxes are the most reliable clue to what the consumer is actually consuming.

STV Sponsors Summer Student Program

Despite the difficulty it had getting started — and a very questionable future — Subscription Television is interested in preparing young people for possible careers in television, particularly of the pay variety.

In a "Win a Summer Job" contest which it co-sponsored with Alpha Epsilon Rho, national radio and tv fraternity, six California college students have been selected for training and will earn \$150 per week while they learn.

Three of the winning presentations dealt with some form of advertising, publicity or public relations. Another carried the title "A Way to Creativity at STV," while marketing and programing com-

prised the subject matter of the other two winners.

The Pat Weaver-helmed pay tv operation gets underway July 17 in Los Angeles and Aug. 14 in San Francisco.

Home Town Flavor At Market Presentation

Although it came to New York to tell its market story to agency people, WMCT-TV Memphis didn't skimp on the southern hospitality. Some 500 admen, NBC executives and Scripps-Howard brass attended a "Memphis Levee Party" in the new Mark Twain Riverboat Room in the Empire State Building. Theme of the affair: WMCT's new Mississippi riverboat logo-type. The menu, of course, was hush puppies, Dixie barbeque, sippin' whiskey and southern fried chicken.

Wometco Income Up 33%

With five radio and tv stations primary among its properties, Wometco Enterprises reports a 33 percent increase in per share earnings (40 cents) for the 12 weeks ending June 13 over the same period last year and, for the six months ending the same day, a 33 percent hike to 80 cents per share, against 60 cents last year.

Net income for the quarter was \$705,304 this year vs. \$518,812 in 1963, and \$1,416,208 for the half vs. \$1,043,459 for the same period in 1963. The interim report for the 24 weeks shows gross income of \$14,000,678 as compared to \$9,950,741 a year ago.

CBS Cops Czech Awards

Two CBS-TV programs were the only American winners at the first International Television Festival held in Prague, Czechoslovakia. They were *The Jackie Gleason Show: The American Scene Magazine* and Leonard Bernstein for "What is a Melody?" part of the New York Philharmonic *Young People's Concerts*. Both series are syndicated abroad by CBS Films. "What is a Melody?" also was the only U. S. - produced program to win a citation in the Prix Jeunesse competition held in Munich recently.

Opens Chicago Office

John Knox Thorsen will head the newly opened Chicago sales office of WICC Fairfield, Conn., designed to service Second City advertisers and agencies.



John Thorsen

A 14 year broadcast sales veteran, Thorsen has worked for ABC, Weed Time Sales, WPAI New York as mid-western sales representative, and FM Group Sales, also in Chicago.

The Chicago office is located at 400 N. Michigan Ave. Parent company Connecticut-New York Broadcasters maintains an office in New York.

Canadian Tv Ads Up

Canadian tv advertising expenditures for March, 1964, were up 24 percent (\$1,381,607) over the same month in 1963.

According to the Television Bureau of Advertising of Canada, the following categories of television advertising showed substantial increases over March of last year: food and food products (up 36 percent), drugs and toilet goods (32 percent), apparel (44 percent), financial and insurance (12 percent), jewelry-silverware-china (68 percent).

SPOT TV SPLASH



First decorated paper towel offered by the paper industry comes from Northern Paper Mills (Y&R, Chicago). Introduction starts in mid-July, with heavy spot tv in addition to magazines and newspapers.

THE CHANGING SCENE

Ad Industry Backward In Use of Computers

"The advertising industry is still working in the day of green eyeshades and quill pens when it comes to computers," says an executive of Honeywell Inc.'s Electronic Data Processing Div.

The petroleum and insurance industries, for example, use computers in a much more sophisticated manner, according to the spokesman. The petroleum industry actually uses computers to evaluate recordings to see if petroleum is present and also for production purposes.

The advertising industry largely limits itself to key-punch gear, it was felt. Many agencies may have too much invested in this equipment to invest in data processing equipment. But the key punch equipment alone is technologically obsolete, although the agencies may not believe it is economically obsolete, says the source. The functions of key punch gear can often be incorporated with linear processing equipment.

These remarks were told SPONSOR at the recent opening of

Honeywell's Education and Computing Center in New York.

Announcement of the new 2200 computer was made at the presentation. There was also discussion on the 200 introduced a few weeks ago. The 200 will be ready for delivery this October; the 2200 in December of 1965.

In layman's language, the 200 is equivalent to a compact car and the 2200 equivalent to a small Cadillac. In terms of IBM equipment, Honeywell executives claim the 200 is equivalent in cost to the IBM 2030, but equal in performance to the 2040; the 2200 equivalent in cost to the IBM 2050, but the 2060 in performance.

Rental per month for the 200 starts at about \$2500. For the 2200, rental starts at \$1500 and ranges up to about \$16,000.

The announcements of the 200 and the 2200 are not considered obvious breakthroughs. Rather they provide greater performance at a lower cost. Now many small agencies (under \$10 million) will be able to afford computers in the Honeywell line.

Sales efforts in the ad agency field will be increased, SPONSOR was told.

Wilson Heads CBA

Latest broadcasters association to line up its new slate of officers for the coming business year is



Robert S. Wilson

California Broadcasters Assn. Their choice for president is Robert S. Wilson, vice president and general manager of KXTV Sacramento. He succeeds Robert D. Wood of

KNXT Los Angeles.

Active in the association since 1960, Wilson has been a member of the board of directors since March, 1963.

Other CBA officers elected at the group's annual convention: Jules Dundes (KCBS San Francisco) as vice president for radio; Les Norins (KEYT Santa Barbara) vice president for tv; Louis Simon (KPIX San Francisco) secretary-treasurer.

Lorillard in Big Local Sports Buy

A 52-week sports series in Los Angeles is the latest broadcast buy for P. Lorillard (Lennen & Newell), which has been exploring availabilities all over the radio-tv lot. Company, which is increasingly active in network tv daytime on behalf of Spring and Kent, has purchased a special two-and-one-half-minute sports capsule on KNX. Elroy Hirsch will broadcast the sports report weekdays on a rotating cycle on the station's *Bob Crane Show* (6-10 a.m.).

Another New Drink From Borden's

Having just introduced two new milk drinks, Borden's latest expansion move is a low-calorie non-carbonated fruit drink called "Bravo!." Artificially sweetened, it's available in three flavors: orange, grape and lemon-lime, and is packaged in a half-gallon plastic-coated paper container.

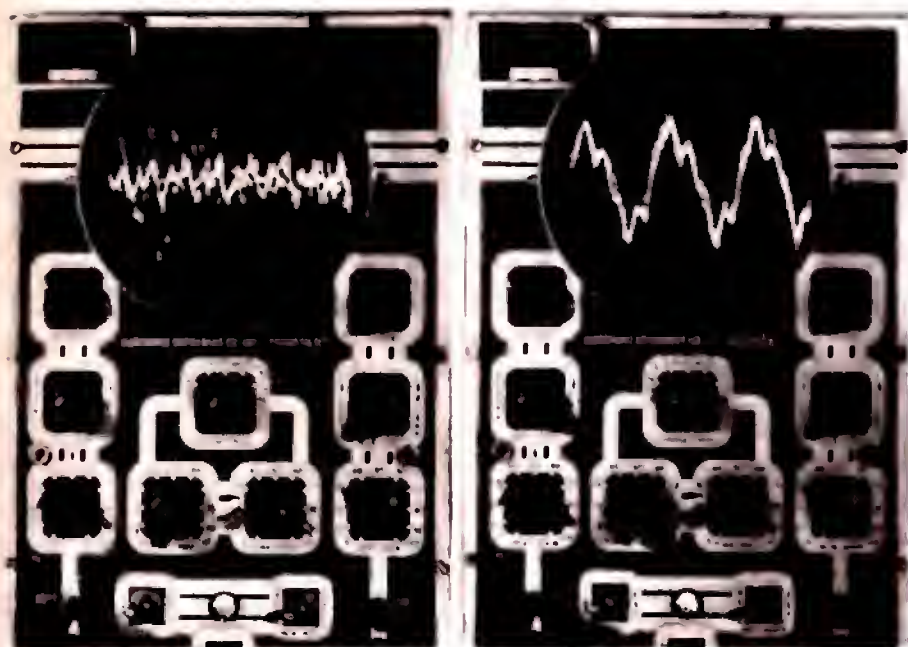
New York is the initial market, with spot radio a mainstay of the introductory campaign. Newspaper and point-of-sale are also involved.

LITTLE CELEBRATES HIS 20TH



Board chairman Henry G. Little (third from left) accepts check commemorating his 20th anniversary with Campbell-Ewald from senior vice president and board vice chairman Lawrence R. Nelson. On hand for the event were (from left, seated) E. A. Schirmer, senior vice president, and Colin Campbell, executive vice president; (standing) Edgar M. Reitz of Reitz, Tait, Oetting & Webster; John Forshe, senior vice president; E. M. Talbert, secretary-treasurer; Clarence Hatch, Jr., executive vice president.

AUDIO PRODUCT IDENTIFICATION



Oscilloscopes trace "sound images" of the words "Man" (l) and "Power" in Audio Product Identification technique created by Wesley Advertising. Product is Man-Power, an aerosol deodorant for men by Shulton. Radio commercials, which began on the four networks and in spot markets July 3, communicate brand identification and product characteristics through psychological blends of abstract musical sounds, chords and novel instruments. Estimated Man-Power budget for this campaign \$250,000.

BC-TV Daytime Sales

Eleven advertisers placed orders totaling \$4 million with NBC-TV daytime for the week ending June 10. They are: Andrew Jergens (Cunningham & Walsh), Borden Fuller & Smith & Ross), Bristol-Myers (Ogilvy, Benson & Mather), General Electric Lamp Div. (BBDO), Hartz Mountain Products (MacManus, John & Adams), Miles Labs (Wade), Ralston Purina (Guild, Bascom & Bonfigli), M (MacManus, John & Adams), Scott Paper (J. Walter Thompson), Squibb (B & B), Vick Chemical (Morse International).

Kramer Goes with Goodwill as Capital Cities Purchase

It came as no surprise when Capital Cities announced that veteran broadcaster Worth Kramer will join its expanding empire if the FCC gives a go-ahead on CC's purchase of the Goodwill Stations. Kramer, president of Goodwill. He'll become senior vice president-corporate affairs for CC, a new post, and will work with the corporate staff in New York and Detroit while continuing to live in Detroit.

The Goodwill Stations are WJR Detroit, WJRT Flint, WSAZ-AM-Huntington, West Va. Capital

owns WIEN-TV and WROW-AM Albany, WPRO-AM-FM-TV Providence, WTVD Raleigh-Durham, WPAT-AM-FM Paterson, N. J., WKBW-AM-TV Buffalo.

Because the purchase, if approved, would give CC six VHF stations, a deal was worked out whereby CC board member John B. Pool will assume ownership of WJRT, resigning his CC post. Total transaction was worth \$21 million — \$15 million for the Detroit and Huntington stations.

Shreveport Station Sold, Other Transfer Approved

Two Texas broadcasters, a station representative and a New Jersey businessman are involved in the purchase of KOKA Shreveport.

New owners are Stuart J. Hepburn, president and general manager of KNOK Ft. Worth-Dallas, Dean McClain, commercial manager of the Texas station, Bernard Ochs, Atlanta-based station rep, and Steven Bonjour of Verona, N.J.

In another station transfer, the FCC approved the sale of KOWN Escondido, Calif., to Alan B. Skuba and Dean V. Kiner for \$123,000. Julia C. Owen is the seller. Both buyers are associated with KVR Apple Valley, Calif.

Are you our man in the MIDWEST?

Ours is a prestige firm selling to tv and radio stations —especially managers.

We need a man who can talk broadcasting and knows the Midwest. We need a man who exudes respect and confidence.

We need a man who enjoys contact at an important level and can close a sale.

We need a man who likes to travel. Drop us a line if you're that man. All replies in strictest confidence.

Box 201, SPONSOR,
555 Fifth Avenue,
New York 17

On the Academic Side

Two new programs — one in Los Angeles and one in Syracuse have been launched to further the academic training of broadcast and advertising personnel.

In California, the 4A is sponsoring a special 30-week Institute of Advanced Advertising Studies at the University of Southern California, starting in September. Each agency in the area will select its most promising young men and women to study the broad scope of agency operations — operations they might not see in their junior jobs. The Institute is only for people already in advertising.

Dr. William H. Reynolds, associate professor of marketing in the USC Graduate School of Business Administration, is educational director, will deliver the opening and closing series of lectures on marketing concepts and decisions and on advertising in the economy. Research lectures will be led by Hugh Zielske of Foote, Cone & Belding; creative aspects by Robert Wheeler of Y&R; media discussions by Eugene J. McCarthy of McCann-Erickson and account management by Montgomery N. McKinney of FC&B.

Tuition is \$500.

Syracuse University's Newhouse Communications Center is the seat of a \$3,000 fellowship set up by tv producer Sheldon Leonard, an alumnus, and comedian Danny



Key figures in setting up the Advanced Advertising Studies at the University of Southern California this fall are (seated, from left) Robert W. French, USC Graduate School of Business Administration; Gene Muckwall, Foote, Cone & Belding, chairman of the special 4A committee; (standing) Hal F. Griswold, McCann-Erickson and Martin R. Klitten, Klitten Co. Another committee member, Jack Smock, Debnam & Waddell, is not pictured.

Thomas. The scholarships will be awarded each year to an outstanding graduate student, planning to enter the field of tv programing. Given in the name of T and L Productions Foundation, the fellowship will be administered by the University's Television and Radio Department.

Segal Is New Boston Rep

Harold H. Segal & Co., Boston, has announced its opening. The company will deal in sales representation and management consultation services for broadcast stations.

Amitone Makes Network Debut via CBS Radio

Having greatly increased its share of the antacid market over the past eight years, Park & Tilford/Norex Laboratories has decided to take the plunge into national broadcast media. Vehicle chosen for its Amitone campaign: CBS Radio's *Arthur Godfrey Show*. Company is going all the way, with a 52-week buy, marking the biggest Amitone campaign in the item's history.

Merchandising plans include an "Arthur Godfrey free trial offer" of a large size bottle of Amitone plus a free pocket vial, both for the price of the bottle alone.

Grey Advertising is the agency.

Sees Trend to Tape

"Much more than a momentary boom," is the way John Lanigan, new head of Videotape Center, describes the record-breaking production volume in June, usually an off month. This June the production house turned out two shows and more than 70 commercials for some 21 clients, among them Bristol-Myers, Lever, Manufacturers Hanover Trust, 3M, J. B. Williams and American Airlines.

Lanigan, who recently replaced Howard S. Meighan as chief operating officer, attributed the upswing to Videotape's new Edimation system of computerized electronic editing which "enables us to do commercials which formerly would have been earmarked for film."

The schedule for July is already filled with many more productions than the same month last year, he added.

Farm Station to Raymer

The radio division of Paul H. Raymer takes over representation of KXEL Waterloo, Iowa, an ABC affiliate owned by Cy Bahakel.

Beamed to over one-third of Iowa's farm population, with 10 and a half hours of farm programming a week, KXEL broadcasts a 1540 ke with 50 kw.

Raymer represents three tv stations owned by Bahakel: WCCA-TV Columbia, S. C., WKAB-TV Montgomery, Ala. and WABG-TV Greenwood, Miss.

RILEY, GILDERSLEEVE WILL SPIN DISKS



Actors William Bendix and Willard Waterman, better known as Gildersleeve, reminisce at brunch they hosted for members of the radio division of J. Walter Thompson, Chicago. The stars are appearing on WIND this summer as summer replacement disk jockeys. Here (l-r): JWT vice president and broadcast manager John Mosman and Bendix, JWT broadcast supervisor Howard Heller, Waterman and WIND general manager Ed Wallis.

SPONSOR SPOTLIGHT

ADVERTISERS

E. Delony Sledge, **Fred W. Jackson**, **Sam N. Gardner** and **James F. Williams** appointed director of advertising and sales promotion, manager of advertising and sales promotion, staff vice president and manager of sales promotion, respectively, of the Coca-Cola Co. Sledge joined the company in 1933 and was named director of advertising in 1959. Jackson organized the Fanta Beverage Co., a division of Coca-Cola. Gardner had managed the bottler sales promotion department since 1956 and Williams had been assistant manager, bottler sales promotion, since 1962.

George Polk appointed director of advertising for Alberto-Culver Co., New York. He was formerly with BBDO, New York, first as a trainee in the media department, then as the youngest agency vice president, most recently as vice president in charge of all television programming.

Arthur D. Campbell appointed national sales manager for the Aracel Div. of Borden Chemical Co. He joined the company's Pacific Div. in 1946, was named assistant sales manager four years ago.

Walter A. Compton, M.D., elected president and chief executive officer of Miles Laboratories, Inc., succeeding Edward H. Beardsley. Compton joined Miles in 1938 as medical and research director and became an executive vice president in 1961.

Erwin J. Menry appointed eastern brewery label sales representative for Woodward Printing, Inc., a subsidiary of Universal Match Corp. Previously associated with Penick & Ford, Ltd., Mundel Cork and Reynolds Metals as brewing industry field manager.

AGENCIES

Thom Rhodes named media director for the Martin R. Klitten Co., Los Angeles. He was most recently an account executive with Skyline Advertising, Ltd., Nairobi, Kenya.

Milton L. Levy joined Silton, Callaway & Hoffman, Inc., Boston, as vice president-broadcast operations. He was previously a producer-director of industrial and television films.

Samuel Bader appointed account executive for Smith Greenland Co., New York. Previously he was an account executive for Kenyon & Eckhardt.

J. Whittle Williams joined Chuck Shields Advertising, Inc., Atlanta, as account executive. He formerly was with Scripto, Inc.

William S. Doughten and **Thomas J. Pritchard** appointed vice presidents of Dancer-Fitzgerald-Sample, Inc., New York. Doughten, script supervisor in the radio-tv show department, joined the agency in 1955. Pritchard, manager of the Dayton office since 1960, joined D-F-S in 1958.



Thomas Flanagan



Robert P. Dobrow

Robert P. Dobrow and **Thomas Flanagan** named vice president-controller and vice president-director of media services at Riedl & Freede, Inc., Clifton, N.J. Dobrow joined the company in 1954 as a cost accountant. Flanagan has been with R&F since 1959, and previously was with Harry B. Cohen, Peck Agency, Grey Advertising and BBDO.

Robert C. Judd, associate professor of marketing at DePaul University, joined North Advertising, Inc., Chicago, on a fellowship for the summer under the 4A Central Region agency educator program.

Robert W. Barner joined Bauer, Tripp, Foley, Inc., as creative director. He was previously associated with Ketchum, MacLeod & Grove, Pittsburgh.

Dr. Theodore F. Dunn and **Richard W. Garbett** elected vice presidents of Kenyon & Eckhardt, New York. Dunn first joined the firm in 1957 and returned in January after three years at Ted Bates. Garbett was formerly a product manager at Thomas J. Lipton, Inc., and joined K&E in 1962.

Mary Harris named casting director for tv commercials for McCann-Erickson, Inc. Miss Harris was previously in the firm's tv programming department and with Young & Rubicam.



Walter Compton



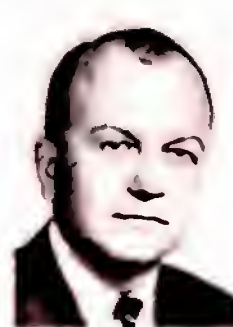
William Doughten



Thomas Pritchard



Dr. Theodore Dunn



Richard Garbett



Mary Harris

SPONSOR SPOTLIGHT

Benson Inge joined Philip I. Ross Co. as director of public relations. Formerly he headed his own public relations firm and prior to that was vice president in charge of public relations at Ted Bates & Co.

Bob Aledort, formerly vice president and research director of Erwin Wasey, Ruthrauff & Ryan, joined Doyle Dane Bernbach's research department as a research supervisor.

Ernest R. Ham, Jr. joined Kenyon & Eckhardt, Boston, as an account executive. Ham was formerly a divisional advertising manager for Safeway Stores, a marketing supervisor at Ted Bates & Co., New York, and an account and marketing executive at Wesley Associates, New York.

Frank Stanton, vice president at Benton & Bowles, Inc., named manager of information management. Was associate director of B&B's information management department. **Dr. Benjamin Lipstein**, vice president, appointed senior associate director of information management and director of information systems for B&B. Was associate director of the information management department.

John B. Simpson named vice president-director of creative services at Walker Saussy Inc., New Orleans. He was formerly vice president-national director of broadcast at Foote, Cone and Belding.

Michael J. Sheets elected vice president of Gardner Advertising, St. Louis. He joined the agency in 1962 as an account executive, recently being named supervisor.

John Schoeffler elected vice president of Kudner Agency. He joined the agency in 1959 as a copywriter, serving most recently as account executive.

Marilyn Canton appointed media director of Hoag & Provandie, Inc. Formerly she was assistant to the media director for Monroe F. Dreher, Inc., New York.

John C. Smith joined Street & Finney, Inc., as an account executive. He was formerly with Young & Rubicam.

William J. Catrow elected vice president of Ketchum, MacLeod & Grove, Pittsburgh. Since joining the agency in 1959 he served public relations operations as an account executive, and most recently was in charge of consumer public relations operations.

John W. Connor joined Dorcums & Co., New York, as creative director. He was vice president and associate creative director of J. M. Mathes, New York.

Robert G. Urquhart and **Peter Thomson** joined W. B. Doner & Co., Detroit, as senior copywriter and radio/tv producer, respectively. Formerly Urquhart was associated with Young & Rubicam, Toronto, and Thomson with McKim Advertising, Toronto.

William E. Steers, president of Doherty, Clifford, Steers & Shenfield, Inc., elected to a one-year term as chairman of the board of the National Better Business Bureau.

Richard Pedicini appointed supervisor of radio/tv at MacManus, John & Adams, Bloomfield Hills, Mich. He was a writer-producer for six years at Maxon, Inc.



Russell Jones



Sheldon Kaplan

Russell S. Jones named vice president of McCann-Erickson, Los Angeles. He joined the agency Chicago office in 1956 as an account executive, later was transferred to Los Angeles where he served as merchandising director, account director and senior management officer.

Sheldon L. Kaplan joined Glen Advertising, Inc., Dallas, as account executive and supervisor of broadcasting. He has served as account executive and as radio-tv director for Rogers & Smith, Dallas.

Norman K. Carrier and **Kenneth E. Lane** joined Leo Burnett as account executive and special assignment man, media department, respectively. Both were previously with MacFarland Aveyard & Co. Chicago.

Sanford A. Haver joined Dancer-Fitzgerald-Sample, Inc. as vice president and copy supervisor. He formerly served as vice president and creative director of Mogul, Williams & Saylor.

TIME/Buying and Selling

Denton L. DeBaun joined Peter Griffin, Woodward, Inc. as assistant treasurer. He comes to the rep firm from Hoover Worldwide Corp. where he was vice president and treasurer.



John B. Simpson



Michael Sheets



William Steers



Richard Pedicini



Sanford Haver



Denton DeBaun



Lon Nelles



Jack Reilly



Lawrence Creshkoff



Hugh Johnston



Jack Petrik



Lawrence Sibilio

Lon E. Nelles appointed vice president in charge of Harrington, Richter & Parsons, Inc., San Francisco. He had served as an account executive in the company's Chicago office since 1958.

Robert L. Simmons appointed manager of Television Advertising Representatives' Los Angeles office. He moves from their Chicago office where he had been an account executive.

Karl H. Mayers named manager of the special projects division of Edward Petry & Co. For the past two years he was assistant manager of the Petry's marketing and sales development department.

TV MEDIA

Bil Osterhaus named assistant program manager at KPIX San Francisco. He was formerly with Vestinghouse-owned KYW-TV Cleveland.

Robert Ginther and Jeffrey Schiffman named news reporters of King Broadcasting Co.'s news department. Schiffman was formerly with WBZ-TV Boston and WICC Fairfield. Ginther recently graduated from the University of Washington.

Robert Perez named director of sales for CBS Television Stations National Sales on the West Coast. Howard L. Garvin joined the San Francisco office as an account executive. He comes to the network from WCBS-TV New York where he was a member of the sales staff.

Herbert B. Cahan appointed Baltimore area vice president for Group W. Kenneth T. MacDonald succeeds Cahan as general manager of WJZ-TV Baltimore.

Jack Reilly named assistant program manager at KYW-TV Cleveland. Formerly he was the station's public affairs director.

Lawrence Creshkoff named editorial director of the CBS corporate information staff. Since 1960 he has been executive editor of the Television Information Office, and prior to that was director of the experimental Chelsea closed-circuit television project in New York.

Louis S. Simon, general manager of KPIX San Francisco, elected president of the San Francisco chapter of the Academy of Television Arts and Sciences. He succeeds John Butler of Compton Advertising who is to become national vice president and trustee of the Academy.

Robert L. Williams promoted to general sales manager of WAPI-TV Birmingham. Formerly he was sales manager of WAPI Radio.

George J. Rapp named manager-national sales for WRC-TV Washington. Previously he was account executive at NBC-TV Spot Sales, New York.

Ben Kubasik named manager-information and special services at CBS News. He joined CBS Television Network in 1962 as a member of the press information department.

James R. Kerr elected chairman of the board of Crosley Broadcasting Corp. He is president and chief operating officer of Aveco Corp., parent company.

Earl A. Gutknecht named business manager for Polaris Broadcasting. During the past 12 years he has been associated with NBC.

Hugh E. Johnston appointed general sales manager of WLUK-TV Green Bay, Wis. He formerly held the same position with WYTV Youngstown, Ohio.

Jack Petrik named manager of the programming department at KLT-TV Omaha, Neb. He joined the station seven years ago as chief engineer. Lawrence Sibilio named chief engineer, after holding the post of assistant chief engineer since 1957. He was previously associated with the ABC and NBC networks in Hollywood, KTLA Los Angeles and various radio and tv stations in Omaha.

RADIO MEDIA

Ray Vitale promoted to national sales coordinator and merchandising director for WCBS New York. He had served the station as merchandising manager.

Charles F. Binn appointed general sales manager at KSIP Minneapolis-St. Paul. He was formerly with KHOI-AM Holdrege, Neb., and KMA Shenandoah, Iowa.

Kenneth P. Pletz named to the sales staff of WJBK Detroit. He was formerly an account executive for the New York Subway Advertising Co., Chicago.

Hal Levin named vice president and general manager of WINQ Tampa. He was an account executive for another Rand Broadcasting Co. station, WINZ Miami, for the past two and a half years.

Paul Mills named corporate vice president-sales for Merle F. Hanson Candy Co. Was sales manager and acting manager of WOWO Fort Wayne and had held radio positions in Boston and Cleveland.

Bill Hooper appointed regional director in Radio Advertising Bureau's member development department. He was formerly with WCAU Philadelphia, WITH Baltimore and WLEE Richmond and has spent 10 years in tv film syndication.

SYNDICATION & SERVICES

Joe Jerkins elected secretary of the Oklahoma Sight Conservation Foundation for 1964-65. He is program director for WKY-TV Oklahoma City.

Charlotte Tochtermann appointed "internal" assistant to the president of Morton J. Wagner Companies, Inc. Was formerly in an executive capacity with KYA San Francisco, KRON-TV San Francisco and Burke Co.-Advertising, Seattle.

John E. Pearson joined Fremantle International as coordinator of global sales. For the past three years he headed international sales for ITC.

Jack Reynolds named producer and director for Don Feddersen Commercial Productions, Los Angeles. He formerly headed the commercial film department of Hal Roach Studio.

Oscar Katz, executive vice president in charge of production of Desilu Production, Inc., elected to the firm's board of directors.

George Walker named legal counsel and secretary treasurer of Independent Producers Associated Inc. Prior to joining IPA he was with the Marvin Belli law firm, and later with Gregory Stout, criminal attorney.

John F. Meagher joined Hamilton - Landis & Associates, Washington, D.C., brokerage firm. He served for the past 10 years as vice president-radio of the National Assn. of Broadcasters, and formerly was general manager of KYSM Mankato, Minn.

JULY

National Food Brokers Assn., mid-year management conference, Seattle (to 15).

National Institute for Audio-Visual Selling, annual convention, Indiana University, Bloomington (to 16).

Texas Assn. of Broadcasters, college career guidance program in cooperation with University of Texas, Austin, Tex. (to 18).

British Institute of Radio Engineers and Institute of Electrical and Electronic Engineers, international conference on magnetic recording, Savoy Plaza, London, England (to 18).

National Housewares Mfrs. Assn., exhibit, Merchandise Mart, Chicago (13-17).

Broadcast Pioneers, annual meeting, Hamilton Suite, Hotel Barclay, New York City (15).

Advertising Federation of America, management seminar, Northwood Institute, Midland, Mich. (20-31).

Western Packaging Exposition, Pan Pacific Auditorium, Los Angeles (21-23).

New York State Broadcasters Assn., third annual executive conference, Cooperstown, N. Y. (28-31).

Annual Summer Workshop in Television and Radio, New York University, New York (29-Aug. 7).

AUGUST

Georgia Assn. of Broadcasters forum on CATV and Pay-TV, Riviera Motel, Atlanta, Ga. (4).

Georgia Broadcast Executives Management Seminar, Georgia State College, Atlanta, Ga. (9-15).

South Carolina Broadcasters Assn., summer convention, Ocean Forest Hotel, Myrtle Beach, S. C. (16-18).

National Assn. of Broadcasters in cooperation with the Radio Advertising Bureau and Television Bureau of Advertising, sales management seminar, Stanford University, Stanford, Calif. (16-22).

Desilu Inc. annual stockholders meeting, Hollywood, Calif. (18).

National Assn. of Radio An-

nouncers, tenth annual convention, Ascot House, Chicago, Ill. (20-23).

National Assn. of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising, sales management seminar, Harvard University, Cambridge, Mass. (23-29).

Institute of Electrical and Electronics Engineers summer general meeting, Biltmore Hotel, Los Angeles, Calif. (25-28).

Arkansas Broadcasters Assn. annual meeting, Coachman's Inn, Little Rock (28-29).

West Virginia Broadcasters Assn., fall meeting, The Greenbrier, White Sulphur Springs, W. Va. (27-30).

Radio Advertising Bureau's fall management conferences: Tarrytown, House, Tarrytown, N.Y. (17-18); Homestead, Hot Springs, Va. (21-22); Far Horizons, Sarasota, Fla. (28-29).

SEPTEMBER

1964 National Radio and Television Exhibition, under the management of the British Radio Equipment Manufacturers' Assn., Earl's Court, London, England (24-Sept. 5).

Institute of Electrical Communication Engineers of Japan international conference, Akasaka Prince Hotel, Tokyo, Japan, (7-11).

Michigan Assn. of Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich. (10-11).

National Assn. of Broadcasters program study committee, radio programming clinic, Riekey's Hyatt House, Palo Alto, Calif. (18).

National Assn. of Broadcasters program study committee, radio programming clinic, Chicago Plaza Motor Hotel, Memphis, Tenn. (21).

National Assn. of Broadcasters program study committee, radio programming clinic, Palm Town House Motor Inn, Omaha, Neb. (23).

Electronic Industries Assn., fall meeting, Statler-Hilton Hotel, Boston, Mass. (23-25).

Minnesota Broadcasters Assn., fall meeting, Sheraton-Ritz Hotel, Minneapolis, Minn. (24-26).

Advertising Federation of America fifth district convention, Commodore Perry Hotel, Toledo, Ohio (17-18); sixth district convention, Indian University, Bloomington, Ind. (24-26); tenth district convention, Robert Driscoll Hotel, Corpus Christi, Tex. (24-26).



You can buy Houston with the rest of them

(or sell it with us)

Every other television station covering the Houston market has packages to sell you this fall. These are bargains. But, before you put your money down, consider: will you go just where everyone else is going? Prime time on weekdays and week-ends, afternoon movies on Sundays? All very nice, of course. But there's more to Houston television than three types of avails.

If you sell with KPRC-TV you pay no more, often less, than on other Houston stations. You can include all the usual time slots. *And then go on, if you like, to some decidedly unusual ones.*

The Tonight Show, for instance. Or Today. There you'll find an audience that you might think had vanished. Unspoiled, uncrowded. Clean and shining. Gaily bubbling over with buying enthusiasm.

Talk to your Edward Petry man. He'll arrange everything. Or, mail the coupon. It will help get you in the right mood. And out of the rut.

KPRC-TV

CHANNEL 2, HOUSTON TELEVISION
P.O. BOX 2222, HOUSTON 7002

Please send me free KPRC-TV
planning kit and money saving guide
"Houston on \$300 a Day"

Name _____

Address _____

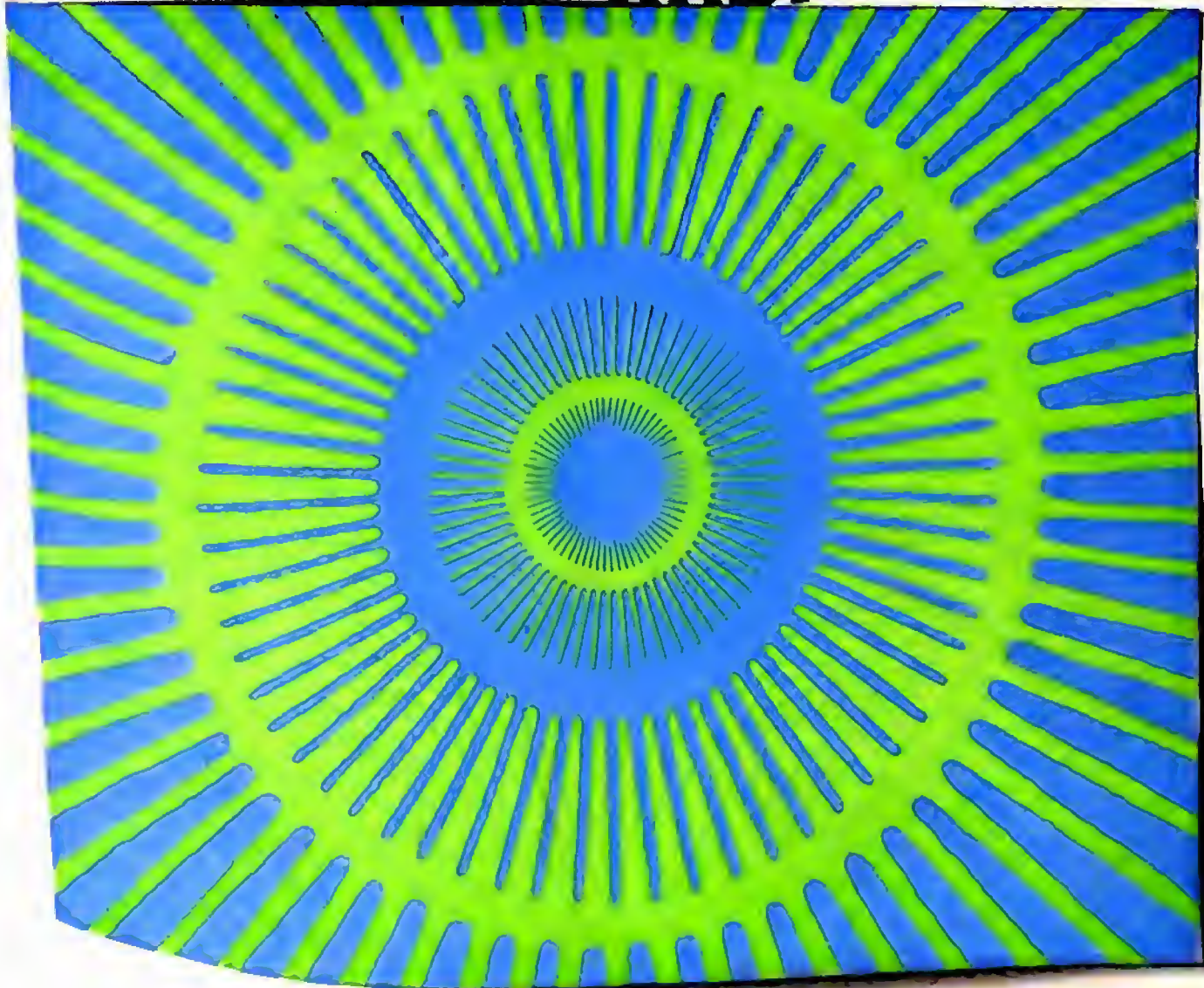
City _____

State _____

My Edward Petry Man is _____

Throw away the old book. Group W just came up with a new one on how to buy radio.

RADIO TODAY



This is it.

It's called "Radio Today," a dramatic new presentation that outlines a fresh approach to a more effective use of radio.

Here is a new concept in the purchase of spot radio. A concept that *works*. Now Group W's "Radio Today" shows how you can cut through the maze of some 4,000 radio stations in more than 2,300 markets and buy the ones you need to fit your marketing strategy.

It shows, for example, that in 30 markets, just 89 stations out of 348 reach 50% of all radio homes in these

markets. What's more, it shows you exciting new methods to get balanced impact among all demographic groups. You can reach half the women, half the men, half the old, half the young listeners in the average quarter hour. In short, it shows the role radio, with its surprising reach and impact, can play in your marketing plans.

If you're interested in seeing for yourself how effective national spot radio can be, call Group W sales department in New York, 983-5080, for a presentation.



WESTINGHOUSE BROADCASTING COMPANY

WBZ • WBZ-TV BOSTON • WINS NEW YORK • WJZ-TV BALTIMORE • KOCA • KOCA-TV PITTSBURGH • KYW • KYW-TV CLEVELAND • WOWO FORT WAYNE • WIND CHICAGO • KPX SAN FRANCISCO